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SUSTAINABLE TOGETHER

*Choose sustainable packaging
with the Optimum Group*



*Together we change the future of labels
and flexible packaging solutions"*



Minimise the impact on the environment with:

- + Thinner basic materials
- + Degradable materials
- + Low migration ink
- + Less waste
- + Less transport
- + The use of renewable energy sources

Discover our Optimum Green portfolio

- + Thinner labels
- + Thinner films
- + Linerless labels
- + FSC®-certified labels
- + ECO.BANDING®
- + Wash-off labels

From a lone voice crying in the wilderness to innovation leader

Discover our plans, be inspired and work with us to make the world a better place. In all our decisions we seek a balance between people, the planet and profit, and are frontrunners in the march towards a better environment.

Jump on board the Optimum Group's CSR policy

Corporate social responsibility revolves around five issues. We consciously focus on the impact on the environment, sustainable energy consumption, the scarcity of raw materials, our employees, and we are socially committed. In ten years we have grown to become a frontrunner in a sector in which sustainability is playing an ever greater role.

Choose a greener approach with our Optimum Green products

We make a permanent contribution to sustainable enterprise with our products. Explore our growing assortment of sustainable packaging and labeling solutions. You will always find a solution that is consistent with your CSR policy among the products in our Optimum Green portfolio. Together we strive for a sustainable future in a structural and sustainable manner.

Optimum Group platina partner United Packaging Forest

*There are several reasons, but the most important one is that as an innovative company in the packaging industry, **DOING** is more important than talking.*

United Packaging Forest is an initiative that originated in the packaging world and the fight against illegal tree cutting. More than ten billion trees disappear every year and the consequences are enormous. Drought, climate change, shortage of food, poverty and natural disasters are direct consequences of deforestation. In addition, people and animals cannot live without trees. They are needed to convert CO₂ into oxygen and provide a living environment for animals. All partners of the UPF contribute to making our beautiful planet liveable



Learn more about the Optimum Group

Benefit from our bundled strengths and expertise. Optimum Group's printers specialise in UV Flexo rotary printing and digital printed matter for clients in the Food, Retail, Cosmetics, Pharma, Home and Personal care, Logistics and the Chemical industry. The member companies of Optimum Group combine their know-how and serve as a model in the field of sustainability.

Find the ultimate sustainable solution with us

Optimum Group devises and develops sustainable solutions for the packaging industry every day, with an extensive range of self-adhesive labels, linerless labels, printed banding labels, wet glue labels, booklet and multi-layer labels, security labels, shrink sleeves, tapes, films and Ravenwood labels, and with our expertise in design, supply chain management and efficient processing in the production line.



Optimum Group Liner Recycling Program

Sustainability is important to Optimum Group: "It is part of our responsibility and an indispensable aspect of our business. Sustainability is part of our CSR policy and is reflected in various business activities." From this idea of sustainability, the Optimum Group Liner Recycling Program was born, called Greenliner. We would like to help our customers recycle the backing material from the labels we supply.

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*Together we can help **sustainability** gain **momentum**.*”

Join us in the leading group

Sustainable entrepreneurship means making clear choices. The Optimum Group does this in five important areas that all revolve around the planet, people and profit. Let our approach inspire you. Together we will make sustainability a priority.

Focus on the planet, people and profit

We have been market leader for years with our CSR policy and the development of sustainable products. Together with you we will make sure sustainability gains momentum.

Less impact on the environment

When we invest in new equipment we select options that have less of an impact on the environment. We invested in a new ink wash machine, which means we use much less ink. In this case we put the planet first. Here's another example: we capture the heat from our printing press so we can use it to heat our premises. And we replant trees and plants to compensate for our environmental impact. We are creating a 100-square-meter natural green buffer between our industry and the nature nearby.

Focus on sustainable energy consumption

We are increasingly exploring sustainable energy sources. The solar panels on our premises in Breda and Alkmaar are a prime example. LED lighting also makes a contribution. Our fleet of vehicles contributes too: by increasingly using electric cars we reduce the pollution caused by the kilometres our employees drive across the country.

Scarcity of raw materials

Our raw materials have environmental labels such as FSC®. This is part of our sustainable raw materials policy. The wood used to produce our paper comes exclusively from responsibly managed forests in Northern Europe, mainly from Scandinavia. By producing our packaging materials ever thinner and minimal, we need less materials to achieve the desired effect.

Employees

It's people that make the difference for us. Without them the machines would fall silent. We provide adequate opportunities in the field of personal development. The opportunities we create earned us the title of 'Best employer in the Municipality of Enschede'. We also collaborate with Werkplein and UWV to provide new opportunities.

Social commitment

We demonstrate our social commitment at the local, regional and national level. Locally we sponsor charities, such as a sponsored run for Duchenne syndrome. At the national level we sponsor Staatsbosbeheer via Club Groeneveld, a network of pioneering leaders of large organisations.



Minimal effort, major results

You can no longer avoid it. Your company must opt for environmentally-friendlier packaging. Benefit from our relevant advice and discover how our Optimum Green portfolio can speed up your sustainability transition. All products comply with the sustainability standards of reuse, reduce, recycle, replace and responsibility.

Thinner labels

Find out about our new standard: super-thin labels. At the Optimum Group our thinner materials enable us to reduce roll changes by 13% and produce 25% less waste. This not only makes a difference in production and emissions, but also in storage and transport.

Thinner films

Use our thinner films to make a difference. These sustainable versions are up to 15% thinner. With plenty of space for advertising and product information, your products will still stand out on the shelves. In many cases the product becomes portable, reducing the need for plastic bags. A win-win situation in terms of sustainability.

Labels made from recycled materials

Be creative and eco-friendly. Discover how to reduce your impact on the environment with our labels made from recycled materials. Up to 30% post-consumer recycled materials. This Optimum Green product reduces the use of fossil-based raw materials which, in turn, reduces CO2 emissions. Your contribution to reducing waste and creating a cleaner planet.

FSC®-certified labels

Let everyone know that you are striving for a more sustainable world with our labels from FSC paper. This Optimum Green product is made from sustainably obtained wood. The FSC label guarantees that we work with renewable raw materials and replant what we consume. FSC stands for transparency and forest conservation. Have the quality label added to your packaging. So everyone knows that your organisation is working towards a more sustainable world.



REDUCE



REUSE



RECYCLE



REPLACE



RESPONSIBILITY

Linerless labels

Save on waste costs with our linerless labels. These labels use 60% less material during production. The name says it all: no surplus backing paper or liner that you need to dispose of. Offering you a packaging solution with no residual waste. During production we can print more labels on a roll and the variable label size means fewer roll changes. Therefore, our linerless labels offer a sustainable solution on several levels.

ECO.BANDING®

Pack your product food-safe and fully recyclable with our ECO.BANDING® from the innovative and sustainable packaging concept Branding by Banding®. The main component is FSC®-certified paper, which is provided with an ECO.SEAL®. Surround your product in this Optimum Green packaging and make short shrift of the growing waste issue.

Wash-off labels

Labels can compromise the purity of recycled PET if they do not separate completely from the package during the recycling process. Recycled PET is a sustainable material, but the challenge lies in eliminating contamination from the recycling stream. Wash-off labels facilitate PET recycling. It enables clean separation of the labels from PET packaging, resulting in pure recyclable PET.

Labels from compostable material

Bio4Life, producer of certified compostable self-adhesive materials, has entered a strategic partnership with Optimum Group. Bio4Life specialises in compostable and sustainable materials with a focus on self-adhesive labels. The basis of the compostable materials lies in the application of the BioTAK® adhesive, which is produced by sister company SAP. Bio4Life has internationally recognised certificates from DinCertco and TÜV-Austria.



Optimum Green™
Sustainable packaging solutions

Concern for our planet on every level

Discover the best solution for your product

Our extensive product portfolio is diverse. Take advantage of our unique Bio-Banding labels and benefit from our thinner blank labels that offer even more flexible applications. Whatever you have to pack, from cosmetics to fresh produce, we have the ideal sustainable solution that satisfies all relevant guidelines. Our specialists advise you from product to design, and share their expertise on integrating it in our production line. Together we will examine the sustainability transition that is best suited to your needs.

Collaborate with us

We invest in partnerships with our suppliers and clients to work towards a sustainable world as efficiently as possible. Together with Fruitmasters and RafNXT+ from our supplier UPM Raflatac, we developed a sustainable solution for our products. We are jointly tackling the chain as a whole. Discover the added value we offer as a partner.

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*A **small step** for us, but **significant progress** in our **sustainability policy**.”*

Jochem Kuiper, FruitMastersGroup

Benefit from our quality labels

Learn about the advantages of our certification for your product and brand experience for the customer. In terms of sustainability and food safety our quality labels offer you an additional quality control for the materials used in your packaging solution. It enables you to demonstrate that you are contributing to the environment in a transparent manner. Discover the advantages.



Contact us

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