

astsigns **It's a wrap!** AstSigns is a market leader in vehicle wrapping and vehicle graphics and winner of the UK's prestigious 'Sign Business of the Year' award.

ASTSigns includes many blue chip businesses amongst its clients including Shell, Eddie Stobart, Santander and Parcelforce. Stationery, brochures, advertising and corporate re-branding are also in the company's portfolio of printing services.

Based in Penrith and with offices across the North West, AstSigns is a high performance company using cutting edge printing technology across all its products. Environmental performance is also high on the agenda and the company called in CBEN to advice on ways to improve efficiency, reduce waste and minimise impacts.

Following an initial scoping study, CBEN auditors were able to recommend a number of actions that would significantly improve the company's environmental performance. The company had already identified that it wanted to replace its low solvent printing system with a new latex water-based printer which doesn't produce hazardous waste, minimises air pollution and has the potential to save an estimated 50 tonnes of carbon dioxide over the lifetime of the printer. CBEN was able to support its application to the North West Development Agency for grant funding.



ASTSigns - Cutting edge technology in the production workshop

"CBEN's support has been invaluable. They have helped us streamline our environmental priorities and advised us on our grant application for new high efficiency, low impact printing technology. By joining CBEN's Awards programme, we can also demonstrate our environmental commitments to our clients."
Mark Aston Managing Director

As part of its environmental performance programme the company intends to install more water saving devices, increase recycling facilities and buy low energy LED lamps to replace less efficient stock. AstSigns is also planning to introduce a bespoke energy management system across its printing and production lines.

Environmental actions and programme

- Energy efficient lighting
- Improved recycling
- Water saving devices fitted
- Driver efficiency training
- Efficient vehicle graphics printer
- Energy management system

Work in progress

- Installing high efficiency, low impact Latex vinyl printer
- Upgrade heating control systems
- Low tariff energy brokerage

Projected annual savings = £10,610