



CASE STUDY – Briner Ads

THE POWERFUL CASE FOR ENVIRO SIGNS

Major sign-maker Briner Ads undertook an audit two years ago to assess the environmental impact and on-site hazards of the thousands of traditional Real Estate agent signs erected across Victoria every year. The audit by Occupational Health & Safety Assessors, Fisher Jenkin, resulted in an environmentally friendly and safe solution called the **Enviro Sign™**.

THE NUMBERS

Traditional Real Estate board:

Between 2003-2005 Briner Ads consumed the following quantities for construction and maintenance of traditional Real Estate boards:

- Paper 133,000 meters
- Solvent 15,500 litres
- Glue 4000 litres
- Paints 12,000 litres
- Trade Waste 7000 litres
- Timber 45,000 metres
- Accidents 40

Enviro Signs

Between 2005-2006 with the new environmentally friendly Enviro Sign boards, the following quantities were consumed:

- Paper 0 meters
- Solvent 0 litres
- Glue 0 litres
- Paints 0 litres
- Trade Waste 0 litres
- Timber 0 metres
- Accidents 0

RESULT: A sign that meets all OH&S standards, has no toxic chemicals, is safe and environmentally friendly.

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Fisher Jenkin investigated all aspects of traditional board construction from use of raw materials through to manual handling of finished boards.

Traditional signs are flat colorbond faces with hardwood or pine frame, digitally printed onto paper and encapsulated with polyester which is then mounted to the metal surface. This can involve the use of hazardous and toxic materials including solvents, glues, flammable liquids and chemicals.

In addition the manufacture of traditional boards involves much manual labour and handling with the potential for injuries. Potentially hazardous activities identified by Fisher Jenkin included repetitive or sustained squatting, back bends and twisting. Manhandling of heavy signs was another significant problem.

Finally, to be replaced or renewed, these signs need to be returned to the factory, stripped back and the panel surface made good before a new sign can be applied.

Briner set about rectifying these significant problems. And the result is the **Enviro Sign** which sets the standard for a whole new generation of Real Estate billboards. **Enviro Sign** has been especially devised to improve the renewal process by removing all toxic chemicals and glues.

The **Enviro Sign** frame is manufactured from aluminium and stainless steel bar strut.

Sign images are digitally printed onto biaflex fabric and tensioned between the aluminium frame. The sign unit can then be erected in various ways as are traditional signs -either hung on an existing wall, supported against an existing fence or with freestanding back struts on legs.

Once the sales campaign is over, the sign skin is removed and recycled while the aluminium frame does not require any further work and can be re used for many years or put away with minimal storage.

The Enviro Sign's major benefits include:

- No more solvent waste
 - Insurance claims caused by signs damaging buildings, cars etc (through wind, timber breakage etc) reduced from an average of 26 to zero.
 - No more printing on high grade paper
 - No more timber
 - A lightweight, easily erected and easily dismantled sign structure that occupies minimal space.
 - A sign unit allowing images to be quickly and easily changed by removing and replacing the digital image on the plasticised fabric sheet tensioned between two spring-loaded rollers.
 - Time, energy and fuel etc are saved by obviating the need to return sign units to the factory for arduous and messy stripping.
 - By eliminating the stripping process there is no use of potentially toxic chemicals threatening the environment.
 - Eliminating the harsh stripping process and double handling means much less wear and tear than that of a conventional sign unit. Extended re-useability results in considerable net saving of resources.
 - The visual environment of suburbs and cities are enhanced by the modern sculptural appearance of the Enviro Sign.
 - Finally, no sharp edges and no environmental issues.
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