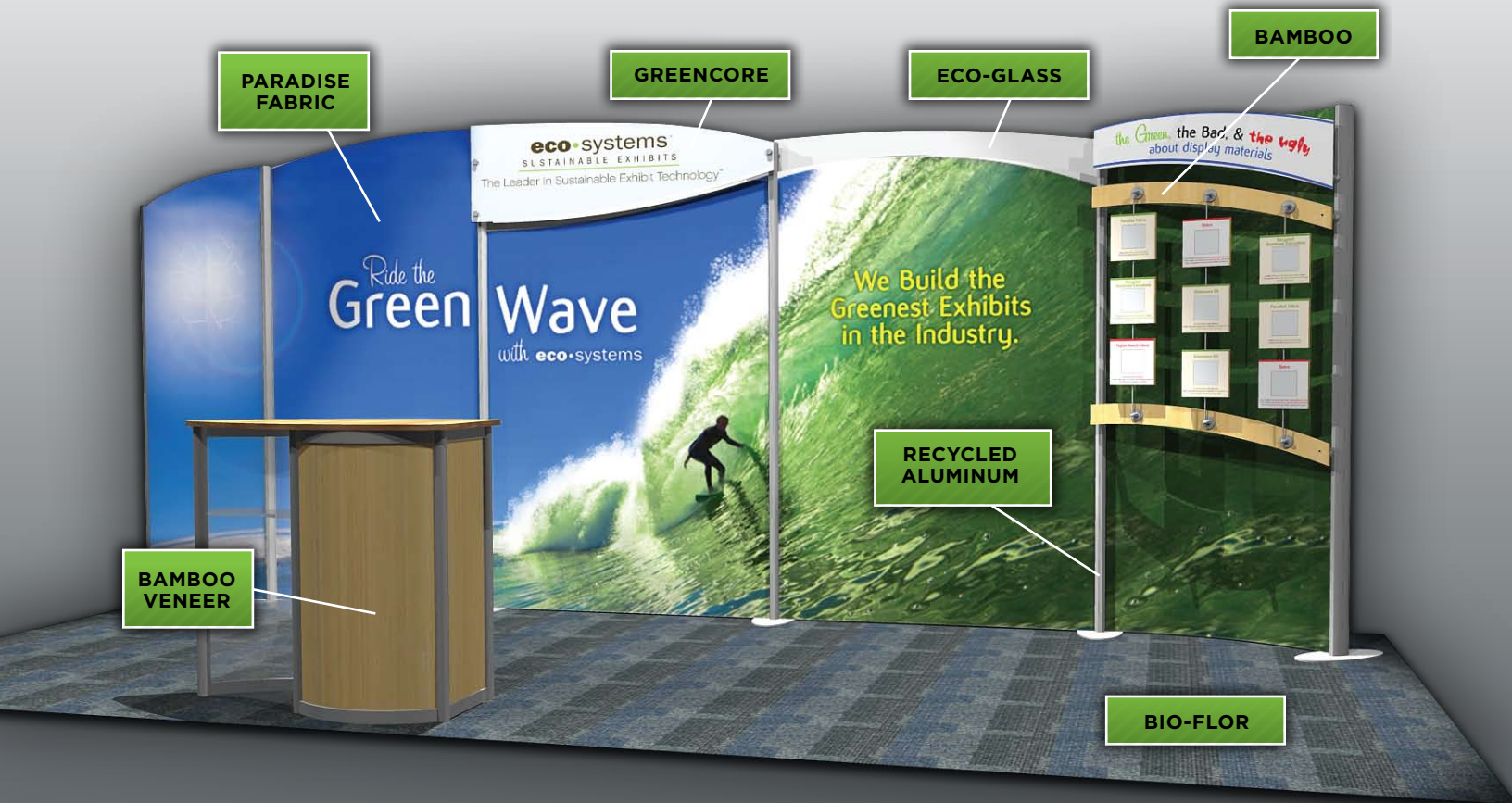




# EVO ELEMENT

## Go Green Without Compromise



### » WHY YOU SHOULD PURCHASE AN EVO ELEMENT EXHIBIT

1. You don't have to "look green" to be green, and you don't have to pay more, either! Our displays feature cutting edge design, function as well as standard displays, and cost the same or less.
2. We are the ultimate resource for sustainable displays. We pioneered the concept and have won several prestigious awards.
3. The tradeshow industry is adopting EPA mandated standards for "green exhibiting" this year. If you purchase a non eco-friendly exhibit, it may be obsolete shortly after you make the expenditure. We guarantee the when you purchase an Evo Element display, you will own the greenest exhibit available on the market today.
4. Several conventions are adopting requirements that all exhibits must be green. Owning a non-sustainable exhibit may actually limit your potential marketing opportunities!
5. Our displays can be a conversation piece to help break the ice with potential new customers; imagine telling them that the beautiful graphics they are looking at are made 100% from recycled soda bottles! They can also give you an inroad with socially responsible customers.
6. You can prevent "bad stuff" from being introduced into the environment. (See reverse side)

# »» What you should know about Evo Element display materials compared to standard display materials

## EVO ELEMENT MATERIALS



### GREENCORE

A Biodegradable and printable substrate. Made from natural ingredients, including FSC (applied) wood, flax and linseed, and ferrous oxide (iron).



### RECYCLED ALUMINUM EXTRUSIONS

Made with up to 77% recycled aluminum content. This practice protects valuable resources, saves energy, and eliminates waste.



### LED LIGHTING

Produces a white light that enhances your graphic colors. Uses 15 times less energy than traditional 150 watt halogens.



### BAMBOO CABINETS & SHELVES

Bamboo is a rapidly renewable material. Re-grows to maturity in only 7 years. Finished with a water-based glossy glaze.



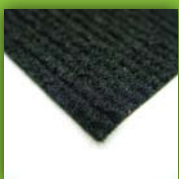
### PARADISE FABRIC

Made from 100% recycled soda bottles. Prints beautifully using water based inks.



### ECO-GLASS

Made from 100% from recycled plastics. Eco-friendly alternative to regular acrylic.



### ECOFI (VELCRO COMPATIBLE)

Made from 100% post-consumer recycled soda bottles. Prevents 3 billion plastic bottles from reaching the landfill annually.



### LOW VOC ADHESIVES & FINISHES

Water-based products. Low/No VOC's (Volatile Organic Compounds). Petroleum-free production process is cleaner for the environment.

## STANDARD MATERIALS

### SINTRA

A High density foam board made with Polyvinylchloride ("PVC"). PVC contains chlorinated toxins, mercury, lead, and dioxins that are dangerous to human health and the environment.

### ALUMINUM EXTRUSIONS

Made entirely from new aluminum components. Depletes our natural resources. Requires up to 12 times the energy to produce.

### HALOGEN LIGHTING

Very inefficient light source. Effects poor graphic color quality. Operates at a dangerously high temperature.

### PARTICLE BOARD CABINETS & SHELVES

Contains formaldehyde. Emits methane gas as it decomposes in a landfill, polluting both the air and the groundwater.

### NYLON-BASED FABRIC

Treated with toxic chemicals. Woven with nylon and printed with petroleum-based inks. Nylon does not decompose in landfills.

### ACRYLIC

Made from a petroleum-based virgin plastic. Requires up to 10 times the energy to produce compared to eco-glass.

### NYLON-BASED FABRIC

Treated with toxic chemicals. Woven with nylon, which doesn't decompose in landfills. Printed with petroleum-based inks.

### PETROLEUM-BASED ADHESIVES & FINISHES

Release toxic fumes into the environment and the air we breathe during manufacturing and throughout much of their life cycle.