



# **MetWest's Commitment to Sustainability & Excellence**

# Designing With Sustainability And Respect For Nature

Sustainability is rapidly emerging as a top priority for businesses across the globe as organizations increasingly recognize the urgent need to adapt to a more environmentally conscious future. It is now evident that the trajectory of all industries is moving towards sustainability. However, while many companies continue to overlook or downplay their carbon footprints, forward-thinking companies like Metwest are actively embracing the challenge, making meaningful adjustments to their practices, and leading the way toward a greener future.

“Going green” is not just a trend—it means driving change by prioritizing reducing carbon emissions, using sustainable materials, and adopting energy-efficient practices. This includes a commitment to renewable energy sources and the selection of materials that are free from harmful toxins, which have the potential to harm ecosystems and the planet as a whole. By adhering to these principles, companies like ours are setting new standards in environmental responsibility and demonstrating that sustainability is not only achievable but essential for the future of business and the planet.



**Canon**



## Why Should Businesses Prioritize Sustainability?

Why do businesses like ours prioritize sustainability? The answer lies in the immense responsibility we hold. While every individual can make a difference, companies bear a significantly larger obligation. As producers of goods for consumers, our manufacturing processes have the potential to cause serious environmental harm if we fail to conduct thorough research and implement the necessary safeguards. To preserve the planet for future generations, it is imperative that we commit to reducing our carbon footprints. Sustainability is not solely about an individual business—it's about the collective future.

[NASA](#) has documented that global warming is occurring at a rate ten times faster than the natural post-Ice Age warming period. Climate change is an undeniable reality, and the [United Nations](#) has identified it as the most significant health threat facing humanity today. We no longer have the luxury of tolerating unsustainable practices.

Despite this, many individuals still believe they are insulated from the risks or view climate change as a distant issue that won't have tangible effects for decades. However, the [World Health Organization](#) reports that 3.6 billion people already live in areas highly vulnerable to climate change. These facts demonstrate that the time to act is now.

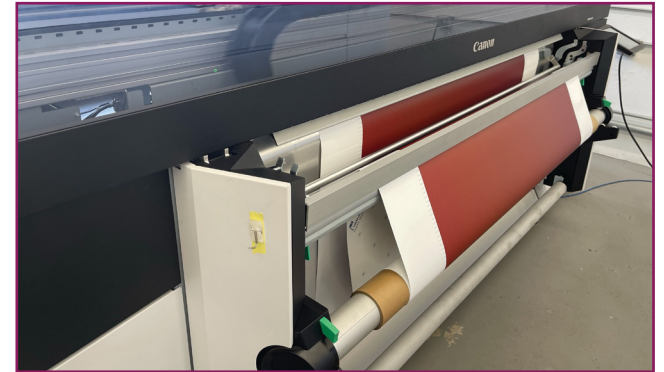
Ultimately, businesses should care because we all inhabit this one planet. Our responsibility is to ensure its longevity while continuing to deliver top-tier products to our clients. At Metwest, we are fully committed to both objectives: safeguarding the environment and maintaining the highest standards for our customers.



# Introducing Duralon: The MetWest Difference

VOC and PVC wall coverings have long been the industry standard, but Metwest is determined to shift that standard toward a more sustainable, yet equally versatile, alternative: Duralon.

Duralon offers a soft, professional-looking suede texture, making it an ideal choice for commercial wall coverings. It is stylish, durable, affordable, and free of both PVC and VOCs. The time has come for the industry to move away from the reliance on harmful chemicals and materials used in the name of style. With Duralon, businesses can achieve the stunning wall coverings they need without compromising environmental integrity.



## What are VOCs?

VOCs, or Volatile Organic Compounds, are chemicals that evaporate easily at room temperature and dissolve in water. They are prevalent in both indoor and outdoor environments and originate from various sources, such as building materials, furniture, cleaning products, personal care items, industrial processes, and even vehicle emissions.

Common VOCs include chemicals like formaldehyde, butanol, and acetone, though the list is extensive.

Due to their ability to evaporate into the air and dissolve in water, VOCs present significant health and environmental risks. They can be found in the air we breathe, the soil beneath our feet, and even the water we drink. VOCs are known to degrade indoor air quality, and according to the [EPA](#), certain VOCs are carcinogenic, posing a severe long-term health hazard.

## What is PVC?

PVC, or Polyvinyl Chloride, is a synthetic plastic polymer widely used in a variety of household and industrial products, including pipes, vinyl records, window frames, flooring, wall coverings, packaging materials, and even medical devices.

PVC is valued for its durability, versatility, and resistance to chemicals and abrasion. However, despite its usefulness, PVC comes with significant environmental drawbacks.

The manufacturing of PVC releases harmful chemicals, including dioxins and vinyl chloride, which pose serious risks to workers and surrounding communities. Even after the production phase, PVC products can continue to leach hazardous chemicals such as phthalates and lead into the environment, contaminating soil, water, and air. Furthermore, disposing of PVC through incineration can release additional toxic substances into the atmosphere.

Exposure to PVC has been linked to numerous health issues, including cancer, reproductive harm, and respiratory problems. While PVC may be an affordable and adaptable material, its environmental and health impacts far outweigh its benefits.



# The MetWest Difference

At Metwest, we are committed to offering a more sustainable, PVC- and VOC-free solution: Duralon.

Duralon is a synthetic rubber material known as a polyurethane elastomer, renowned for its exceptional durability, flexibility, and resistance to abrasion, chemicals, and extreme temperatures. It provides the same ease of use and installation as conventional alternatives, without compromising on sustainability. Duralon stands as the clear, superior option for businesses committed to environmental responsibility.

With its competitive cost, sustainability, and unmatched durability, Duralon is the ideal choice for any business owner seeking reliable, eco-friendly wall coverings. This long-term solution enhances the aesthetic appeal of your building and reinforces your brand's commitment to sustainability.



## Benefits of Duralon at a Glance for Business Owners



### Durability:

Duralon offers exceptional durability, making it an ideal solution for high-traffic areas where resistance to wear and tear is essential. Its robust construction ensures that wall coverings will no longer chip or fade, even in the most demanding environments.



### Fire Safety:

Duralon is rated Class "A" for fire safety, meeting the strictest fire safety standards required for commercial environments. This compliance provides peace of mind and ensures a high level of protection.



### Environmental Standards:

Duralon adheres to rigorous environmental standards, making it the perfect choice for businesses committed to sustainability and eco-friendly practices. Its environmental credentials set it apart as a clear leader in responsible wall covering solutions.



### Texture:

Featuring a unique, sophisticated suede texture, Duralon provides a timeless aesthetic that avoids fleeting trends. Its low-gloss finish further enhances durability, offering a long-lasting, maintenance-friendly surface that exudes elegance.



### Installation:

Duralon is designed for effortless installation and is fully compatible with standard commercial wallcovering pastes, primers, and techniques. This makes achieving a secure, long-lasting bond easy with minimal effort.



### Acoustic Properties:

Duralon also provides excellent sound absorption, contributing to a more comfortable and distraction-free environment for both customers and employees, ideal for businesses seeking to enhance indoor acoustics.



### Maintenance:

Maintaining Duralon wall coverings is simple—just a damp cloth is needed to keep them looking pristine. This ease of care ensures they retain their appearance and functionality for the long term.



### Compatibility:

Duralon is optimized for use with UV Curable, UV GEL, and Latex inkjet systems, making it fully compatible with cutting-edge, sustainable printing technologies. This allows businesses to seamlessly integrate it into modern printing workflows while maintaining their commitment to sustainability.

## Going Green: Canon's UVGel Inks

In the quest for a more sustainable business and planet, we must be mindful of the inks we choose to use for our products. We've opted to switch to Canon's UVGel inks, and it was an obvious choice after looking at the science. Ink can have a substantial negative impact on the environment, and making this one small change can be a huge step for any business's sustainability efforts.

Many traditional inks contain VOCs, which, as previously mentioned, evaporate or dissolve, contributing to air pollution, climate change, and posing serious human health risks. These VOCs cause lasting environmental damage. Even the processes involved in ink manufacturing and printing can release harmful chemicals into waterways, endangering aquatic ecosystems and contaminating drinking water supplies.

Furthermore, ink production consumes valuable resources such as energy, water, and raw materials, leading to unnecessary resource depletion. When unused or waste ink is discarded, it often ends up in landfills, where it takes hundreds of years to break down.

Businesses must take proactive steps to mitigate these environmental risks and concerns. Utilizing UVGel ink is a decisive way to do so, offering a more sustainable alternative that aligns with responsible practices and reduces environmental harm.



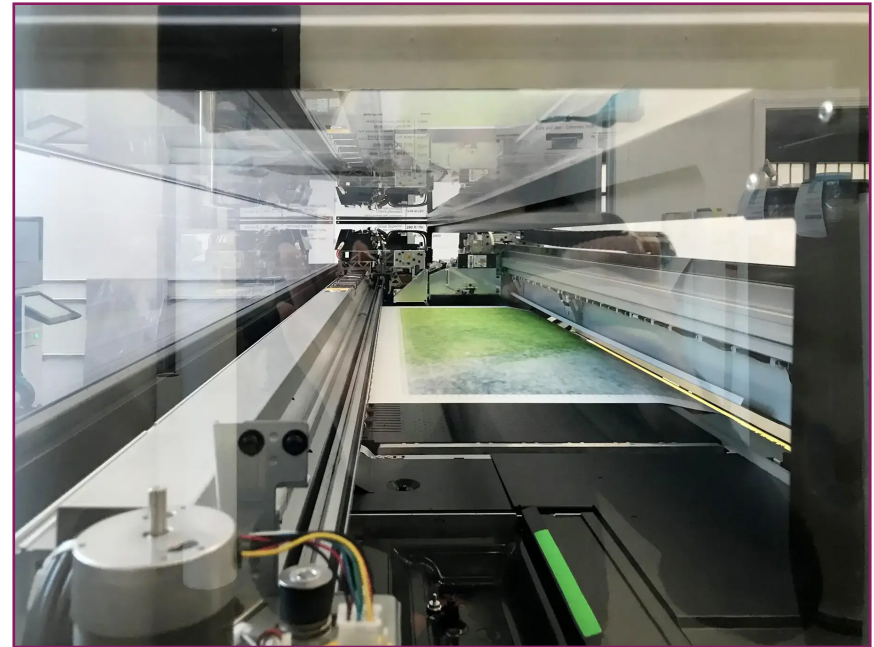
**Canon**



## Why UVGel Ink?

UVGel inks are the clear solution for any business owner committed to sustainability. Designed with the environment at the forefront, UVGel inks come with a remarkable array of eco-friendly credentials. They are GREENGUARD Gold certified, so they meet some of the most stringent chemical emission standards for indoor use and contain virtually no VOCs.

Beyond their low VOC content, UVGel inks offer additional sustainability benefits through their energy-efficient properties. The innovative low-temperature LED curing process and instant-on printing capability significantly reduce energy consumption. Furthermore, UVGel inks require approximately 40% less ink than latex or eco-solvent inks to achieve the same level of image quality, reducing waste and minimizing the overall environmental footprint—all while maintaining vibrant and clear images.



Another key advantage of UVGel inks is their minimal odor, making them ideal for indoor environments. Unlike many conventional inks, they do not release strong chemical odors during the printing process. Thanks to UV light curing, their fast-drying properties allow for expedited shipping and faster production times.

Overall, UVGel inks represent a major advancement in environmentally responsible printing technology. They provide an attractive solution for businesses looking to reduce their ecological impact without sacrificing efficiency, cost-effectiveness, or aesthetic appeal. Going green has never been easier or more attainable for businesses committed to sustainability.

## Benefits of UVGel Inks at a Glance for Business Owners

### Environmental Sustainability:

UVGel inks are an environmentally conscious choice. They feature low VOC content and require less energy for curing, which helps reduce the carbon footprint of printing operations.

### Cost Savings:

UVGel inks are highly efficient, requiring less ink to achieve the same high-quality image output, reducing waste and costs. These savings are ultimately passed on to customers, making it a cost-effective solution.

### Increased Efficiency:

With their fast-drying properties, UVGel inks enable quicker production and shipping times. This significantly shortens turnaround, ensuring that customers receive their wall coverings promptly when they need them.

### Improved Image Quality:

UVGel inks deliver vibrant, durable prints with excellent color consistency. These high-quality images will enhance your space with long-lasting personality and flair.

### Reduced Maintenance:

The smooth and durable surface of UVGel ink prints minimizes the need for frequent cleaning and maintenance. These prints are resistant to chipping or peeling and can be easily wiped down, ensuring they remain in excellent condition.

### Enhanced Durability:

UVGel inks offer exceptional resistance to fading, scratches, and wear, ensuring long-lasting prints that do not require frequent or costly replacements.

### Versatility:

UVGel inks are compatible with a wide range of materials, including plastics, metals, and glass. This versatility allows businesses to create stunning wall graphics on a variety of surfaces, all while maintaining sustainability and vibrant print quality.

### Competitive Advantage:

As consumers increasingly seek eco-friendly options, businesses using UVGel ink prints can differentiate themselves by offering a sustainable and innovative solution. This green alternative appeals to environmentally conscious customers and provides a competitive edge in the marketplace.

# Our Commitment to Sustainability

At Metwest, our commitment to sustainability is a core part of our identity. We strive to be a leader in eco-friendly printing and design solutions, emphasizing products and practices that benefit our customers, the communities we serve, and the planet. Our approach is encapsulated in our motto: **"A Greener Way to Print,"** which reflects our dedication to eco-friendly substrates and sustainable design.

## The Proof is in Our Products

In the world of printing, the term "proof" is synonymous with quality assurance. For us, it also signifies our commitment to sustainability. The proof of our dedication is evident in our products and practices, which not only meet but exceed environmental standards. By choosing Metwest, our customers receive high-quality prints and contribute to a more sustainable future.

## Sustainable Practices and Benefits

Our sustainability practices are designed to offer tangible benefits to our organization, our customers, and the broader community. One of our key initiatives is the use of eco-friendly substrates. These materials are chosen not only for their reduced environmental impact but also for their superior performance.

## Continuous Improvement in Environmental Performance

We are committed to continuous improvement in all areas of our business, particularly in reducing our environmental footprint. For instance, our vinyl products are a more sustainable choice compared to many other materials.

The primary raw material comes from common salt, an abundant resource. This means vinyl production is less reliant on petroleum. We also focus on efficient manufacturing processes and reduce waste by nesting materials to further improve sustainability efforts.

Our window film solutions offer a significant environmental benefit. They allow clients to retain existing windows, eliminating the need to replace glass and framing. From manufacturing to the final product, we have sustainability in mind.

## Designing for Health and Well-being

At Metwest, we believe that beauty and sustainability can go hand in hand. Our product lines offer aesthetic appeal while promoting sustainability.

Get a Quote

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