



## MUSIC FESTIVAL ROCK THE GREEN CUTS WASTE USING HP HDPE REINFORCED BANNER



After years of hosting marketing events and concerts featuring everyone from snowboarders to rock bands, Lindsay Stevens Gardner found herself bothered by something: “I was hauling an insane amount of trash out of these venues.” That observation became her motivation to create Rock the Green, a near-zero waste music festival in Milwaukee, Wisconsin.

To host a maximum-impact festival for music lovers and keep the environmental impact to a minimum, Gardner, executive director of Rock the Green, sought out innovative partners and sponsors, including Joe Jones, president of Big Systems. As an HP-authorized, wide-format reseller, Big Systems had just the solution Gardner needed for the event’s signage: HP HDPE Reinforced Banner<sup>1</sup> and HP Latex Printing Technologies.

With the help of high-caliber HP Latex printing systems and materials designed with the environment in mind—and Big Systems—Rock the Green created a dynamic, outdoor venue for music and environmental education, while also meeting its near-zero waste goal.

### Premium durability—lower environmental impact

Thanks to HP HDPE Reinforced Banner, Rock the Green, a nonprofit organisation, reduced its environmental impact and met its waste-reduction goals—without sacrificing performance. As an in-kind donation, HP and Big Systems provided the ink, printing materials, and labour needed to produce the festival’s 162 signs totalling 413.88 m<sup>2</sup> (4,455 sq ft).

“I’m used to using vinyl for outdoor signage and banners. I knew nothing about the material until Joe provided the education,” says Gardner. HP HDPE

Reinforced Banner, a high-density polyethylene, gave Rock the Green a recyclable alternative to PVC scrim banner.<sup>2</sup> The banner material is less than half the weight of PVC, and it can reduce the carbon footprint of banner printing material by more than 80%.<sup>3</sup> According to Gardner, the lightweight material was also much easier to move and install.

The day of the festival, as wind and rain battered the event, HP HDPE Reinforced Banner proved its durability. “The signage held up quite well for the amount of wind that was going through there,” says Gardner. The material has tear strength greater than or equal to 440 g/m<sup>2</sup> (13-oz) PVC scrim and it’s water resistant.<sup>4</sup> “Sometimes when vinyl gets bent you see the crease, but [the HP HDPE Reinforced Banner] didn’t crease,” says Gardner. “It is totally reusable for next year.”

### Vivid colours from water-based inks

In addition to reducing the environmental impact of its printing, Rock the Green also achieved the needed vibrant images to impress event goers and sponsors. To get top-quality results, Big Systems paired HP HDPE Reinforced Banner with HP Latex Printing Technologies, including water-based HP Latex Inks.

Gardner notes that at past events, sponsors had noticed inconsistent, inaccurate brand colours on signage. Thanks to the HP Designjet L25500 Printer’s ability to produce images up to 1200 dpi and a wide colour gamut, that wasn’t a concern for Rock the Green. The event signage perfectly captured the rich hues and vibrant tones required. “All the sponsors were happy. Their brand colours were spot on,” says Gardner.





*“One of Rock the Green’s primary goals was to get its waste near zero. The HP Large-format Media take-back program contributed significantly to that goal.”*

**Joe Jones**  
President, Big Systems

### Improved conditions for print operators

Behind the scenes, HP Latex Printing Technologies also contribute to a better work environment for print operators. No special ventilation is required.<sup>5</sup> HP Latex Inks do not require hazard warning labels and are nonflammable and noncombustible,<sup>6</sup> plus they contain no Hazardous Air Pollutants (HAPs).<sup>7</sup>

“HP Latex Inks and the HP Latex printer were easy to work with,” says Jones, who regularly prints sample pieces for clients in the Big Systems showroom. Just like Rock the Green, Big Systems’ day-to-day customers are increasingly demanding HP Latex Printing Technologies because of the environmental profile—and for the performance and wide-ranging media compatibility. “These products have definitely helped grow our business,” says Jones.

### Recycling made easy

After the festival, Rock the Green and Big Systems took advantage of the HP Large-format Media take-

back program, which makes it free for customers to return select large-format printing materials to HP for recycling.<sup>2</sup> Big Systems prepared and sent 34.93 kg (77 lb) of HP HDPE Reinforced Banner material to be recycled. “That was a very easy process. It took about two hours to prep it, box it, and then ship it back,” says Jones.

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According to Gardner, the HP Large-format Media take-back program, along with HP HDPE Reinforced Banner, were important factors when deciding to partner with HP. “We’re beyond thrilled with what we accomplished at Rock the Green—we diverted 92% of our waste from the landfill. We’d love to use HP HDPE Reinforced Banner again for the festival next year.”

#### AT A GLANCE

**Industry sector:**  
Sign & Display

**Business name:**  
Big Systems

**Headquarters:**  
Menomonee Falls,  
Wisconsin, USA

**Telephone:**  
1-262-703-9000

**Website:**  
www.bigsys.com

#### CHALLENGE

- Rock the Green, a near-zero waste music festival, needed large-format printing materials that enabled a reduced impact on the environment and superior outdoor presentation.

#### SOLUTIONS

- The nonprofit used recyclable<sup>2</sup> HP HDPE Reinforced Banner<sup>1</sup> and HP Latex Printing Technologies—both designed with the environment in mind—without sacrificing image quality.

#### RESULTS

- Rock the Green recycled 34.93 kg (77 lb) of signage from the festival, using the HP Large-format Media take-back program.<sup>2</sup>
- With tear strength greater than or equal to PVC scrim, signage printed on HP HDPE Reinforced Banner was durable enough to be reused for next year’s event.
- HP Latex Printing Technologies, including water-based HP Latex Inks, produced vivid, high-impact signage that wowed event goers.

To learn more, visit [www.hp.com/go/graphicarts](http://www.hp.com/go/graphicarts)

1) Rock the Green used HP HDPE Reinforced Banner CG414A and CG415A. This material has since been replaced by a new generation of HP HDPE Reinforced Banner (CR687A, CR688A, CR689A, CR690A), the benefits of which are outlined in this story. For more information, see [www.hp.com/go/LFPrintingMaterials](http://www.hp.com/go/LFPrintingMaterials).  
2) HP Large-format Media take-back program availability varies. Recycling programs may not exist in your area. See [www.hp.com/recycle](http://www.hp.com/recycle) for details.  
3) Calculation by the HP IPG Environmental Technology Platform Team (and confirmed by an independent environmental life cycle assessment firm), based on the activities associated with the manufacturing of the product, and comparing 170 g/m<sup>2</sup> (5-ounce) HP HDPE Reinforced Banner to 440 g/m<sup>2</sup> (13-ounce) HP Outdoor Frontlit Scrim Banner using the Swiss Centre for Life Cycle Inventories Ecoinvent 2.0 database and model IPCC 2007 version 1.02, primarily for the category of PVC/PET/HDPE, and measuring materials extraction, transportation to the manufacturing site, and greenhouse gas emissions generated during manufacturing.  
4) With HP Latex Inks. Water resistance testing by HP Image Permanence Lab on a wide range of media, including HP media; water resistance is comparable to eco- and low-solvent inks when printed on water-resistant substrates. Water resistance testing follows ISO 18935 method. Results may vary based on specific media performance. For more information, see [www.hp.com/go/supplies/printpermanence](http://www.hp.com/go/supplies/printpermanence).  
5) Special ventilation is not required to meet U.S. OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Special ventilation equipment installation is at the discretion of the customer—no specific HP recommendation is intended. Customers should consult state and local requirements and regulations.  
6) HP water-based Latex Inks are not classified as flammable or combustible liquids under the USDOT or international transportation regulations. These materials have been tested per the Pensky-Martens Closed-Cup method and the flash point is greater than 110° C.  
7) The inks were tested for Hazardous Air Pollutants per U.S. Environmental Protection Agency Method 311 (testing conducted in 2010) and none were detected. HAPs are air pollutants which are not covered by ambient air quality standards but which, as defined in the Clean Air Act, may present a threat of adverse human health effects or adverse environmental effects.

