



SUSTAINABILITY

Consumers are rewarding brands that take action





Thinking and Acting Responsibly

We know Meta is committed to leading the industry toward a net-zero economy and reducing our greenhouse gas emissions in line with climate science. Taylor is also committed to maintaining eco-friendly practices by serving as responsible managers of natural resources. Together we can make a difference.

Committed to Making a Difference

Each year, we analyze our data to plan sustainability-minded projects that increase efficiency and protect the environment. The following metrics show our progress in 2021 and will help us set future goals:

	Recycling* (tons)	Waste (tons)	Hazardous Waste (tons)	Waste to Energy (tons)	Recycle Rate Goal	Recycle Rate Actual	Diversion Rate Goal	Diversion Rate Actual
2021	32,571	8,712	48.6	3,694	80%	78.9%	89%	87.8%
2020	31,654	8,990	35.9	4,044	-	77.9%	-	87.8%

*Recycling includes: Paper, plastics, corrugated containers (OCC), metals, electronics, organic waste, yard waste and secure shred tonnage.



The global pandemic continued to have far-reaching effects on business operations in 2021. In some areas, it is difficult to compare our sustainability metrics for 2020 and 2021 for the simple reason that the volume and mix of materials manufactured by Taylor varied so widely between the two years. Likewise, the aggressive recycling and diversion goals that Taylor had set for the first time were quickly rendered obsolete due to unforeseeable changes to our business. However, our continued progress in regard to environmental sustainability is readily apparent in several key metrics:

Taylor continued to focus on **converting waste to energy** in 2021 — nearly 3,700 tons — despite lower production volumes that resulted in less waste generation overall. In fact, 14 of Taylor’s production facilities now divert 100% waste to energy and eight additional sites divert a portion of their waste to energy.

Fourteen of Taylor’s production facilities are certified both by the **Sustainable Forestry Initiative® (SFI®)** and the **Forest Stewardship Council® (FSC®)** and another 12 are solely FSC® certified. Twenty-six total facilities have one or both certifications.

The Dayton, Ohio, facility achieved **ISO 14001 certification** during 2021, bringing the total to three Taylor facilities that are certified.

Sustainability in Action: Taylor Print & Services Solutions

Taylor Corporation encourages each business unit to pursue other environmental projects directly relevant to their customers and industry sector. For example, Taylor Print & Services Solutions establishes its own waste reduction goals for both diversion and recycling rates.

Waste Reduction

Diversion
 Our 2021 actual performance 74.7%
 Our 2022 goal 78%

Recycling
 Our 2021 actual performance 60.8%
 Our 2022 goal 64%

Fighting Climate Change

Taylor Print & Services Solutions also discloses information regarding carbon and climate change risk to CDP. Considered the gold standard of environmental reporting, CDP evaluated their performance during 2021 compared to relevant industry peers.

CDP SCORE

B

We received a score of B which is:

- Higher than the global average of B-
- Higher than the North American regional average of C
- Equal to the Paper Products & Packaging activity group average of B

Lets Take A Closer Look

At One Of Our Product Lines And How We Can Help Meta Minimize Your Footprint

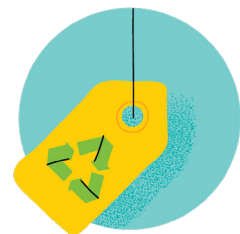
From retail stores and restaurants to hospitals, universities and more, physical signage is necessary to attract patrons to your business. Once on the premises, signs ensure a positive experience and drive incremental sales. However, signage is often conspicuous for its consumption of raw materials that are not sustainable, recyclable or made of recycled content. This poses a real threat to your brand.



90%

of consumers believe retailers should be doing more to **combat the climate change crisis.**

(Impact)



78%

of people are more likely to purchase a product that is clearly **labeled as environmentally friendly.**

(GreenPrint)



70%

of North American consumers think it's important that a brand is **sustainable or eco-friendly.**

(IBM and National Retail Federation)



The Case for Sustainable Signage

Brands across every industry have noticed the growing public sentiment regarding sustainability and are seeking environmentally conscious marketing solutions — including with their signage. They're taking action now for several reasons.

It's Socially Responsible

Social responsibility is now an element of most business strategies and sustainable signage is a tangible way to put it into practice.

It's Good for Business

As the research shows, consumers enthusiastically reward sustainable brands with their wallets and long-term loyalty.

It's Better for the Environment

Using sustainable signage keeps materials out of landfills and helps ensure a better world for future generations.

It's Affordable

Signage materials manufacturers have rallied around the sustainability cause, driving down the cost with numerous eco-friendly options.



Countless Ways to Show You Care

As a leading provider of signs and graphics for companies throughout North America, Taylor maintains an extensive signage production and installation network from coast to coast. We have the sourcing clout and materials science expertise to substitute raw materials that will meet your budget and minimize your environmental footprint while sending a clear message to your audience that you care.

Rigid Graphics

Fast-growing bamboo, biodegradable corn starch-based products and rigid papers made of recycled content are among our many alternatives to traditional plywood, styrene and EVPC.

Backlit Applications

Our recycled and recyclable fabrics and films address a variety of sustainability challenges commonly found with backlit graphics.

Banners and Hanging Graphics

We use recycled PET (e.g., pop bottles) fabric and cellulose-based banner materials to keep tons of acrylic, vinyl and PVC out of the waste stream.

Applied Graphics (Walls, Windows, Floors)

Bamboo fabric, textured aluminum foil and PET-based clings enable us to eliminate PVC from the production process and raise the recycled/recyclable factor of your signage.

Paper-Based Graphics

Taylor utilizes a dozen different substrates made of wood pulp, cellulose, starch and recycled material that make ordinary EPVC and vinyl obsolete.

Learn More

Find out how sustainably produced signage from Taylor can help build your brand and foster goodwill in the minds of your target consumers.



Preserving Earth x Taylor

A responsible, sustainable approach to signage

Signs and graphics are a powerful brand-building tool but they've always come with an environmental drawback: *What do you do when you're done with them?*

Start Recycling Your Signs

As a recognized leader in visual merchandising solutions of all types, Taylor is again leading the way to provide a responsible, sustainable solution for disposing of our products.

In partnership with our raw material suppliers, we've created *Preserving Earth x Taylor* — a special recycling program for signs and graphics purchased from Taylor.



DID YOU KNOW?

Your signs can be recycled in some surprising ways. From deck flooring to fiber fill in decorative pillows, our materials can be used and reused long after you're done with them.

Preserving Earth x Taylor allows you to recycle all of the following:

Soft Signage

- Brilliance
- Celtic cloth
- Diamond finish
- Façade Plus
- GreenLit®
- Illuminate
- Micro knit
- ONYX® 2.0
- Pennant/weave
- Poly knit
- PVC mesh
- Waterfall

Rigid/Flexible Signage

- Acrylic
- Coroplast®
- PVC
- Sintra®
- Styrene

Sustainability in 4 Easy Steps



1. Opt in

Opt in to *Preserving Earth x Taylor* to begin receiving prepaid return shipping labels with your signage orders.



2. Remove Attachments

When a sign is no longer needed, remove any SEG or Velcro™ attachments and grommets from the material.



3. Return in Our Packaging

Simply re-use the packaging from your newest order, insert the material to be recycled and attach the return shipping label for delivery back to our *Preserving Earth x Taylor* facility.



4. You Pay Only for Shipping

Once your signage is returned, Taylor will invoice you for the shipping cost. You pay the freight, we take care of the rest.



TAKE THE NEXT STEP

Let's discuss your needs and how we can help. Contact us today to learn more about the many warehousing and fulfillment solutions available from Taylor.

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TAYLOR

Taylor Corporate Identity & Branding