



SUSTAINABILITY AT OPTIMAL MEDIA

The optimal media production plant is located amongst the lakes of the Mecklenburgische Seenplatte district, adjacent to Müritz National Park. We take to heart the protection of this unique landscape that lies right at our doorstep.

Through regular certification, our services and production processes meet industrial and globally recognised standards. We are constantly working with our suppliers and partners to fulfil our ecological, economic and social responsibilities, and to ensure that our future production is even more sustainable.








Responsibility within the company

- + ISO 50001 energy management system
- + ISO 14001 environmental management system
- + ISO 9001 quality management system
- + Heat generated from our production process is used for heating, dehumidification and climate control in our office, storage and production space
- + Modern machinery for more efficient use of raw materials and minimising production waste
- + Demonstrably 100 % waste recycling
- + Avoidance of problematic minerals in our production
- + Mainly electricity from renewable energies
- + Full-scale in-house production and other measures for reducing CO₂ emissions
- + Cooperation with regional partners



SUSTAINABILITY FOR YOUR PRODUCT

optimal media takes its responsibility seriously and is always working on developing and improving environmental alternatives and sustainable production methods. Select the production variants that best suit your product. Please ask your personal representative about further alternatives and options. We will help you to make your product as sustainable as possible.

+	· FSC®-certified paper and cardboard from sustainably managed forests	
+	· Paper and cardboard with recycling share up to 100 %	
+	· Conventional offset printing with inks made from plant oils	
+	· Sustainable finishing for haptic and visual accents	
+	· ReVinyl: Vinyl records made of 100 % recycled PVC · BioVinyl: Vinyl records made of bio-based PVC	
+	· Use of paper banderoles or alternative foils from renewable resources to avoid conventional plastic foil wrapping	
+	· Compensation of CO ₂ for production and shipping with ClimatePartner · Support for recognised climate protection projects	
+	· Support the regional nature protection project: „Young giants for the next 100 years“	