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## The world's first compostable print product

### Source:

[gugler GmbH](#)

### Language

English

### Section:

**Company:** gugler GmbH

**Location:** Melk, Austria

### Description:

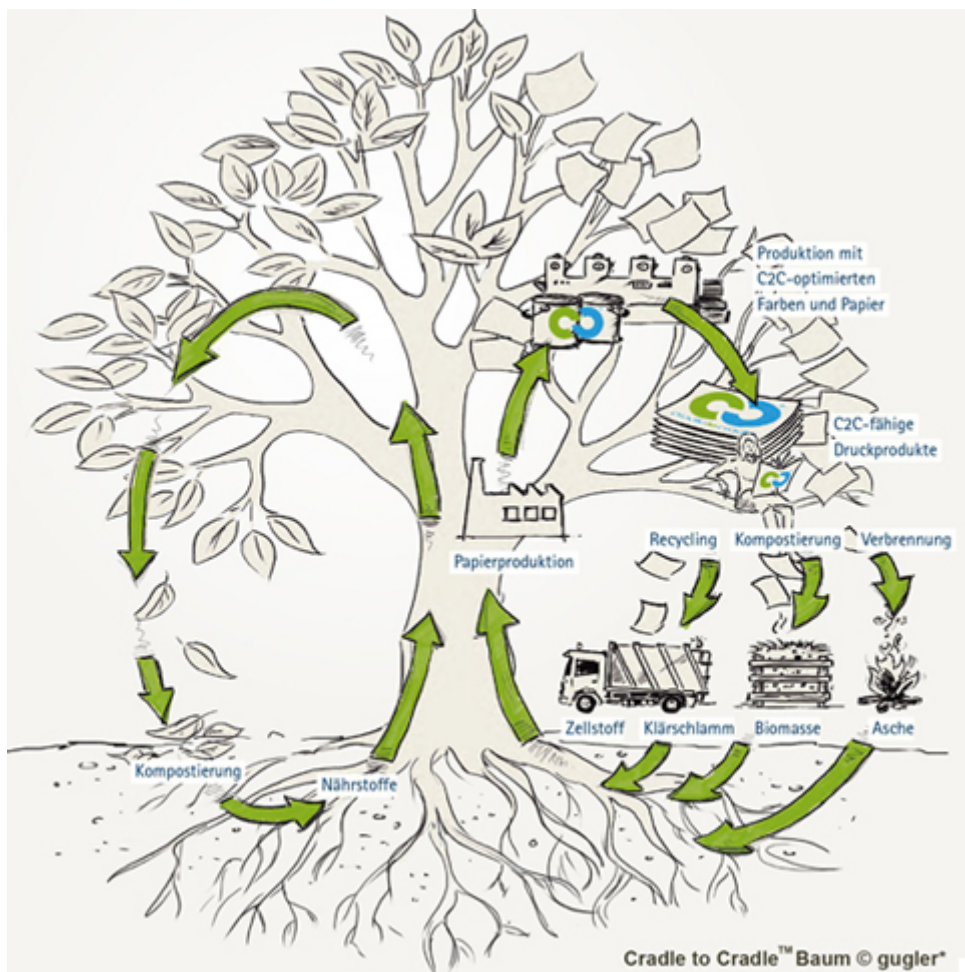
This good practice example illustrates the reduction potential of toxic substances in the print area with the help of the world's first compostable, completely pollutant-free certified Cradle to Cradle™ print product.

Recycling of conventional print products fall to 40% of the total volume as a toxic slurry (e.g., paints or fillers). The ingredients of the Cradle to Cradle™ product, developed by Gugler GmbH, are so far optimized for the recycling into biological cycles that the sludge can be used as a fertilizer or for humus build-up. Burning the product does not cause harmful environmental effects.

In order to remove the accumulated toxins from the printed products, in a two-year development process, 19 ingredients were used together with the EPEA environmental research institute checked for environmental and health risks and, if necessary, replaced by new, environmentally sound ones. Furthermore, a new color formulation was developed together with a leading printing ink manufacturer. Printed only on FSC paper from sustainable forestry.

The production conditions have also been carefully observed. Gugler GmbH only uses electricity from renewable sources and has a comprehensive waste water concept. This climatic printing process also does not require an environmentally harmful alcohol. & Nbsp; Here too, Gugler GmbH is setting a new benchmark for the printing and advertising industry.

Further information [LINK](#)



Cradle to Cradle™

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