

# Sustainable Products

Explore our selection of sustainable products.





# **SUSTAINABLE ENTREPRENEURSHIP**

We implement sustainability in both our purchasing policy and our production processes. As a result, we have now obtained a wide range of certificates that demonstrate our efforts and ambitions for sustainability, such as the CO2 performance ladder level 5 (highest level), ISO 9001:2015, ISO 14001:2015, Lean and Green Award (vehicle fleet) and a CE certificate for aluminum, bamboo, NTS and UPVC signs.

For aluminum, we have the Cradle to Cradle certificate. Overall, we ensure sustainability in all our processes through the (internal) KAM manager responsible for the processes, procedures and quality. We are tested regularly to see whether we still meet the requirements of the obtained certificates.

This makes HR Groep Streetcare the proven partner in the field of sustainability, we think along and advise to reduce the environmental impact.



# Sustainable leader in the industry

At HR Groep Streetcare, we are committed to sustainable entrepreneurship and are constantly looking for innovations that make our products and processes more sustainable.

In 2015, we were the first traffic sign supplier in the Netherlands to launch our bamboo traffic signs. This breakthrough led to an adjustment in the Dutch traffic sign standard (NEN3381:2020).

Our sustainable traffic signs and poles guarantee a long life span and a low ecological footprint. The materials used have different properties.



## Environmental Cost Indicator

In order to compare the environmental impact, we use the ECI (Environmental Cost Indicator). The ECI score includes all relevant environmental impacts of a product through the entire chain (from raw material to recycling) and is measured through a Life Cycle Analysis, performed by specialized parties. The lower the score, the better for the environment.

## Our lightweight materials

NTS signs and poles are 50% lighter than aluminium signs and steel poles. Fiberglass is even 70% lighter! This makes production and distribution more accessible and cheaper. For example, 2x more NTS signs than aluminium signs can be transported per truck. This means less transport movements, fewer person-hours and less fuel.

### ECI scores of HR Groep Streetcare's various products.

ECI-scores HR Groep Streetcare

Product	Material	ECI-score (in euro)	
NTS (Natural Traffic Sign) sign	Residues of hemp and biodegradable resin	1,86 per m2	Waste scenario
		0,48 per m2	Recycling scenario
NTS (Natural Traffic Sign) pole 4,7 meters	Biodegradable resin	4,78 per pole	Waste scenario
UPVC sign	Recycled plastic	4,41 per m2	Recycling scenario
Ecoposte pole 60mm, 3,5 meters	Recycled plastic	0,63 per pole	Recycling scenario
Ecoposte pole 76mm, 4 meters		0,82 per pole	Recycling scenario
Bamboe sign round 10mm	Bamboe	2,40 per m2	Waste scenario
Bamboe sign round 20mm		4,06 per m2	Waste scenario
Coil-coated aluminium	Aluminium	8,00 per m2	Waste scenario
Coil-coated aluminium 100% secondary		5,10 per m2	Waste scenario
Coil-coated re-used aluminium		0,95 per m2	Recycling scenario
Retro reflective foil	Plastic	0,67 per m2	Waste scenario
Steel pole 4,7 meters	Galvanized steel	7,59 per pole	Waste scenario

# Natural Traffic Sign (NTS)

## Made of Dutch hemp composite

Natural Traffic Sign consists of remnants of hemp fibers and a 100% fossil-free and non-toxic binder.



The hemp is grown and harvested in northeastern Netherlands. Production takes place in Arnhem and is based on green electricity. The finishing is in the hands of people with a distance to the labor market. NTS has an ECI score of almost 0!



## Why choose NTS sign?

- ▶ 100% bio-based
- ▶ 50% lighter than aluminum signs
- ▶ ECI score: 0.08 per m<sup>2</sup>
- ▶ VNVF sustainability category: GOLD+

## NTS pole

The NTS pole is made of fiberglass and the same biodegradable resin used in NTS signs. All materials used are completely recyclable at the end of their useful life. Unlike traditional fossil-based resins, the biodegradable resin can be completely reused in new NTS products.

## Why choose NTS pole?

- ▶ Made of fiberglass and biodegradable resin
- ▶ 70% lighter than steel poles
- ▶ ECI score: 4,78 per m<sup>2</sup>
- ▶ VNVF sustainability category: GOLD+



# 100% recycled aluminum signs

## New!

HR Groep Streetcare is proud to introduce the new circular traffic sign made of 100% recycled aluminum. The goal for this new variant is to replace the current aluminum traffic sign, by April 2024. The signs are made from waste generated during the production of painted aluminum plates. In the past, this ended up in the pile with things such as empty soda cans, but now we make traffic signs out of it!

The back of the signs are coated with a transparent coating without chemical color pigments. This coating prevents traffic unsafe situations due to mirroring and corrosion. The coating is highly resistant to UV and has high abrasion resistance. Thanks to the aluminum look, the original metal is clearly visible and the circular product is clearly recognizable and distinctive.

Production is based entirely on green energy from wind, sun, and hydropower. At the end of its life (at least 20 years), this sign is completely reused or recycled into new traffic signs. More than enough aluminium waste is available to supply this 100% aluminium variant as standard to our customers by April 2024.

## Why choose 100% recycled aluminium?

- ▶ **Circular product**
- ▶ **Coating without chemical color pigments**
- ▶ **Cradle to Cradle certificate**
- ▶ **Available from April 2024**

# Bamboo sign

Bamboo is known for growing very fast and being very sturdy. The sign is scratch resistant, and does not break or bend thanks to bamboo's hardness, density and stability. This bamboo traffic sign has a minimal carbon footprint and an MKI-score of 1.89.

The bamboo signs are fully recyclable.

## Why choose bamboo?

- ▶ **Renewable resource**
- ▶ **Negative life cycle carbon footprint**
- ▶ **ECI score 1.89 per m2**
- ▶ **VNVF sustainability category: GOLD**



Municipality Maassluis 2019



# UPVC signs

## Made of recycled plastic



The UPVC sign consists of 90% recycled plastic, such as old backing films and leftover retroreflective sticker. The signs are sturdy, lightweight, waterproof and fire-resistant in the highest class. UPVC is rated Gold on the VNVF sustainability index.

The U in UPVC stands for Unplasticized, which means "without plasticizers." The product fully complies with NEN3381:2020 and is CE approved.

## Why choose UPVC?

- ▶ Continuous lifecycle
- ▶ Light in weight
- ▶ ECI score 1.23 per m2
- ▶ VNVF sustainability category: GOLD

# Ecoposte pole

## Made of recycled plastic

Ecoposte poles are made of recycled plastic from waste and are Green Seal certified. This proves that Ecoposte meets the strictest standards for performance, health and environmental friendliness. At the end of its service life, the Ecoposte pole can be reused, a circular product in other words!

## Why choose Ecoposte?

- ▶ Contributes to circularity goals
- ▶ Made of recycled plastic from waste
- ▶ Flame retardant, bendable, and slows down the vehicle during collisions
- ▶ European safety rating



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