

SUSTAIN ABLE SYSTEMS



EDITORIAL

Dear reader,

Sustainability is now an integral part of corporate responsibility - and has always been a core value for OCTANORM. As a pioneer in system construction, we believe it is our responsibility to not only develop high quality products, but also to make our contribution to a sustainable future. This belief has guided our thinking and actions for more than five decades.

Our systems are known for their durability, reusability and efficiency. They are an alternative to conventional disposable solutions, which are often associated with a high environmental impact. Materials such as aluminium, which is almost infinitely recyclable, and the modularity of our products are key elements that enable us to meet both economic and environmental challenges.

But sustainability goes far beyond materials and processes. For us, it's a mindset that we practice in every aspect of our business. With our global OSPI network, we focus on local production under the motto "Designed here. Built there". This allows us to reduce carbon-intensive transportation while strengthening regional partnerships. We are also committed to social responsibility, from working with social institutions and promoting young talent to creating a value-based corporate culture.

Our commitment is based on the 17 Sustainable Development Goals (SDGs) of the United Nations. We aim not only to protect the environment, but also to harmonize social and economic aspects. This brochure gives you an insight into our progress, challenges and ambitions. It shows how we are continuously evolving to actively promote sustainability in our industry.

We understand that true sustainability is an ongoing process that requires innovation, collaboration and courage. That is why we invite you to join us on the road. Let's set the course today for a better, more sustainable future - for future generations and for a world worth living in.

Thank you for being part of our journey. We would love to hear your feedback and look forward to exchanging thoughts and ideas. For us, sustainability is not just about conserving resources. It's about making sustainable connections that last.



Benjamin Bruder
CEO

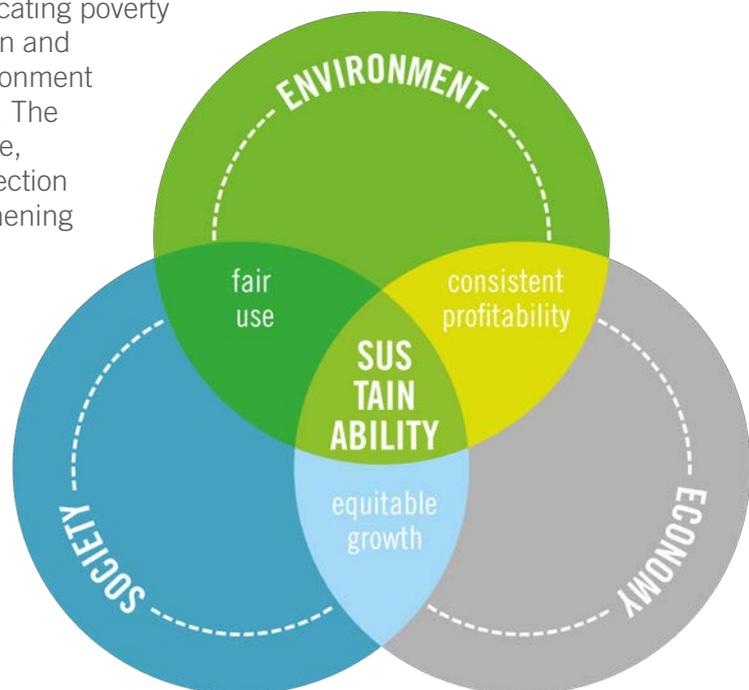
CONTENTS

SUSTAINABLE GOALS	6
SUSTAINABLE CONNECTIONS	8
Our systems:	
Product + recycling	8
System construction + reuse	10
Digital innovation + efficiency	12
Focus: Aluminium production	14
Focus: Sustainability with a system	16
Our network:	
Knowledge + exchange	18
Network + goals	20
Giving + helping	22
Focus: Environment-friendly through OSPI	24
Our foundation:	
Remodelling + future	26
Teamwork + community	28
Sources/evidence	30

SUSTAINABLE GOALS

The United Nations' 17 Sustainable Development Goals (SDGs) are a global plan to create a better and more sustainable future for all by the year 2030. These goals are closely linked to the concept of the sustainability triangle, as they aim to create a balance between environmental, social and economic challenges.

They cover areas such as eradicating poverty and hunger, access to education and healthcare, protecting the environment and combating climate change. The SDGs also promote social justice, economic stability and the protection of natural resources by strengthening cooperation and partnerships worldwide.



WE FOLLOW SUIT!

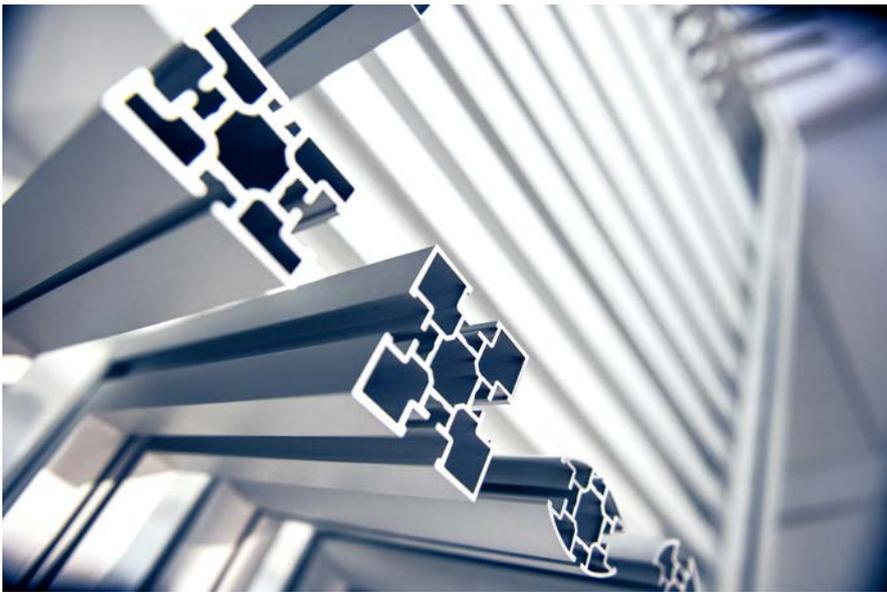
We are also committed to these goals to promote holistic and balanced development that protects the environment and takes into account social and economic needs.

Each of the 17 SDGs is unique to each company, and there is no one-size-fits-all approach. That is why we would like to take you along on our journey and show you how we are already meeting the goals, what we are working on and what our plans are for the future.

SUSTAINABLE GOALS

Sustainability and the 17 SDGs

01 NO POVERTY End poverty in all its forms everywhere	
02 ZERO HUNGER End hunger, achieve food security and improved nutrition and promote sustainable agriculture	
03 GOOD HEALTH AND WELL-BEING Ensure healthy lives and promote well-being for all at all ages	
04 QUALITY EDUCATION Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	
05 GENDER EQUALITY Achieve gender equality and empower all women and girls	
06 CLEAN WATER AND SANITATION Ensure availability and sustainable management of water and sanitation for all	
07 AFFORDABLE AND CLEAN ENERGY Ensure access to affordable, reliable, sustainable and modern energy for all	
08 DECENT WORK AND ECONOMIC GROWTH Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	
09 INDUSTRY, INNOVATION AND INFRASTRUCTURE Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	
10 REDUCED INEQUALITIES Reduce inequality within and among countries	
11 SUSTAINABLE CITIES AND COMMUNITIES Make cities and human settlements inclusive, safe, resilient and sustainable	
12 RESPONSIBLE CONSUMPTION AND PRODUCTION Ensure sustainable consumption and production patterns	
13 CLIMATE ACTION Take urgent action to combat climate change and its impacts	
14 LIFE BELOW WATER Conserve and sustainably use the oceans, seas and marine resources for sustainable development	
15 LIFE ON LAND Protect, restore, promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss	
16 PEACE, JUSTIVE AND STRONG INSTITUTIONS Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	
17 PARTNERSHIP FOR THE GOALS Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development	



PRODUCT + RECYCLING

We use secondary aluminium for our extrusions. This is made from recycled aluminium and can be recycled again and again without any loss of quality. It uses only 5% of the energy required to produce primary aluminium. This closed-loop system not only reduces the need for raw materials, but also minimizes waste and significantly reduces CO₂ emissions.

Another aspect that makes aluminium an environmentally friendly key material is its properties. Despite its light weight, it is very durable and extremely strong. As a result, it can be used in a variety of applications and transported in an energy-saving way.

Not only our extrusions, but also our OCTAeco floor system are made from resource-saving materials. The polypropylene we use is 100% recycled and returned to the cycle.

We also strive to focus on sustainable materials in new developments.





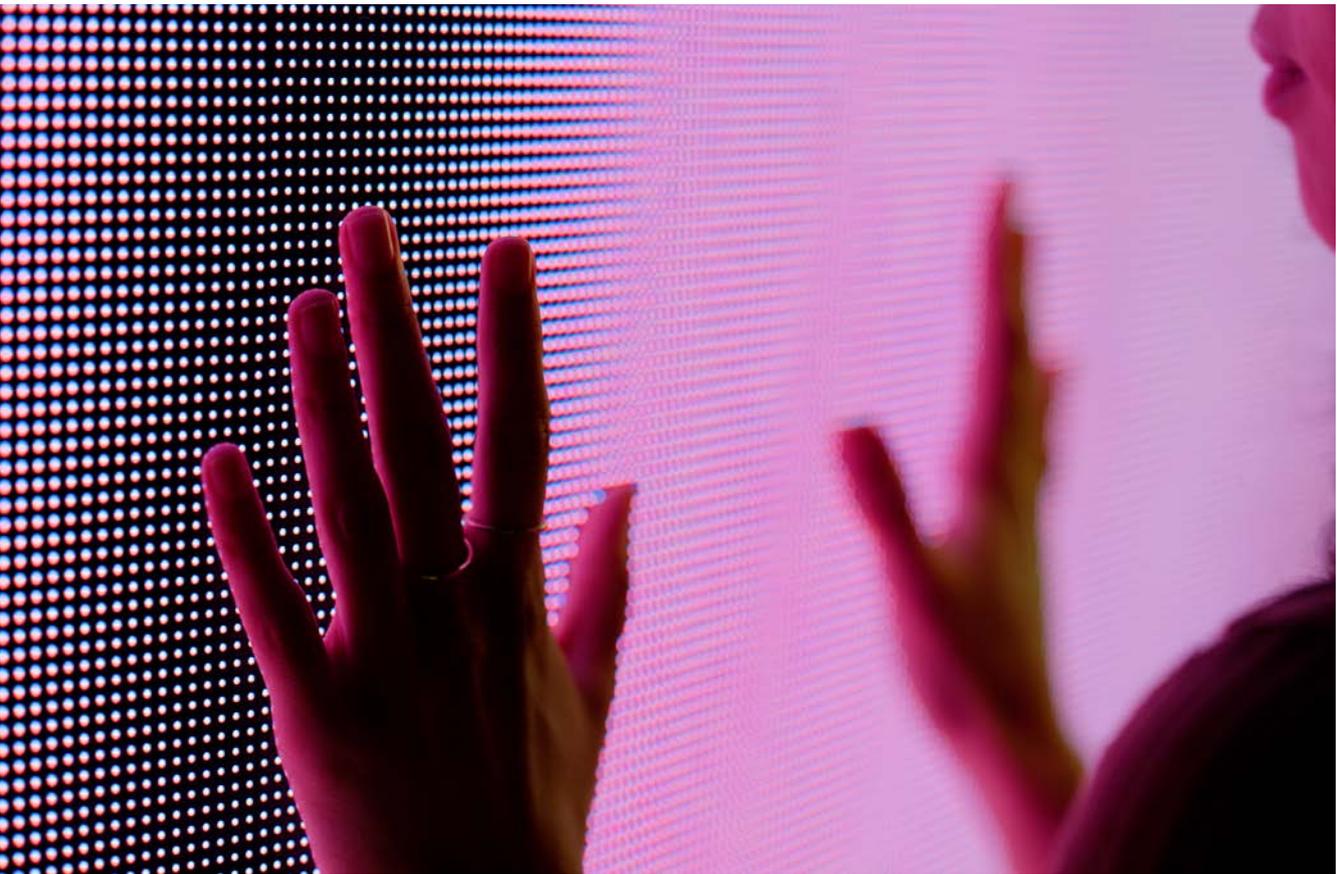
SYSTEM CONSTRUCTION + REUSE

With the invention of the tension lock in 1969, we brought system construction to the exhibition industry. System construction is not only the foundation of our business, we also see it as the way out of the throwaway society. It is no coincidence that our claim is "Faszination System". Unlike conventionally built exhibition booths, where all the material - from floor to ceiling - ends up in landfill after the event, our aluminium systems can be stored and reused for decades. And thanks to their modular nature, they can be combined over and over again to create a wide variety of designs.

Our ongoing product development makes it possible to integrate the latest technology into older systems. This is another incentive to use our products as long as possible.

In order to reduce the amount of packaging waste, we are increasing the use of reusable system packaging such as pallets and transport cases.





DIGITAL INNOVATION + EFFICIENCY

As we develop new products, we aim to ensure that they are not only made from resource-saving materials, but are also manufactured in a sustainable way. We continually improve our internal processes to be more efficient, reduce waste and minimize transportation.

Our software development team actively promotes the use of AI. With our OCTANORM AI Booth Designer, exhibition booth designs can be generated with just a few clicks. This is a rapidly evolving area and we are excited to help shape the future of exhibition booth design.

Our SmartPoints eliminate the need for printed materials at events. All data is conveniently stored on a smart card.

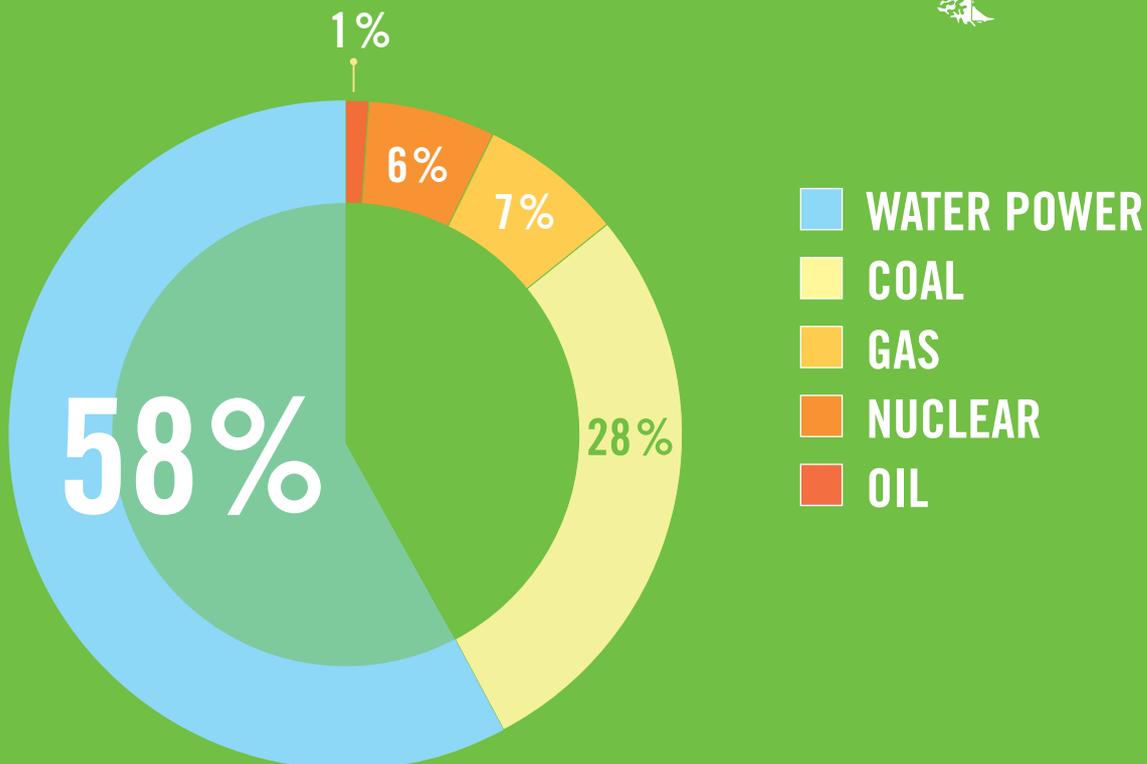
It is important to us that each and every one of these developments is driven forward in harmony with the human being. It is our employees, our partners and ultimately everyone who experiences our systems in person who bring our Faszination System to life.

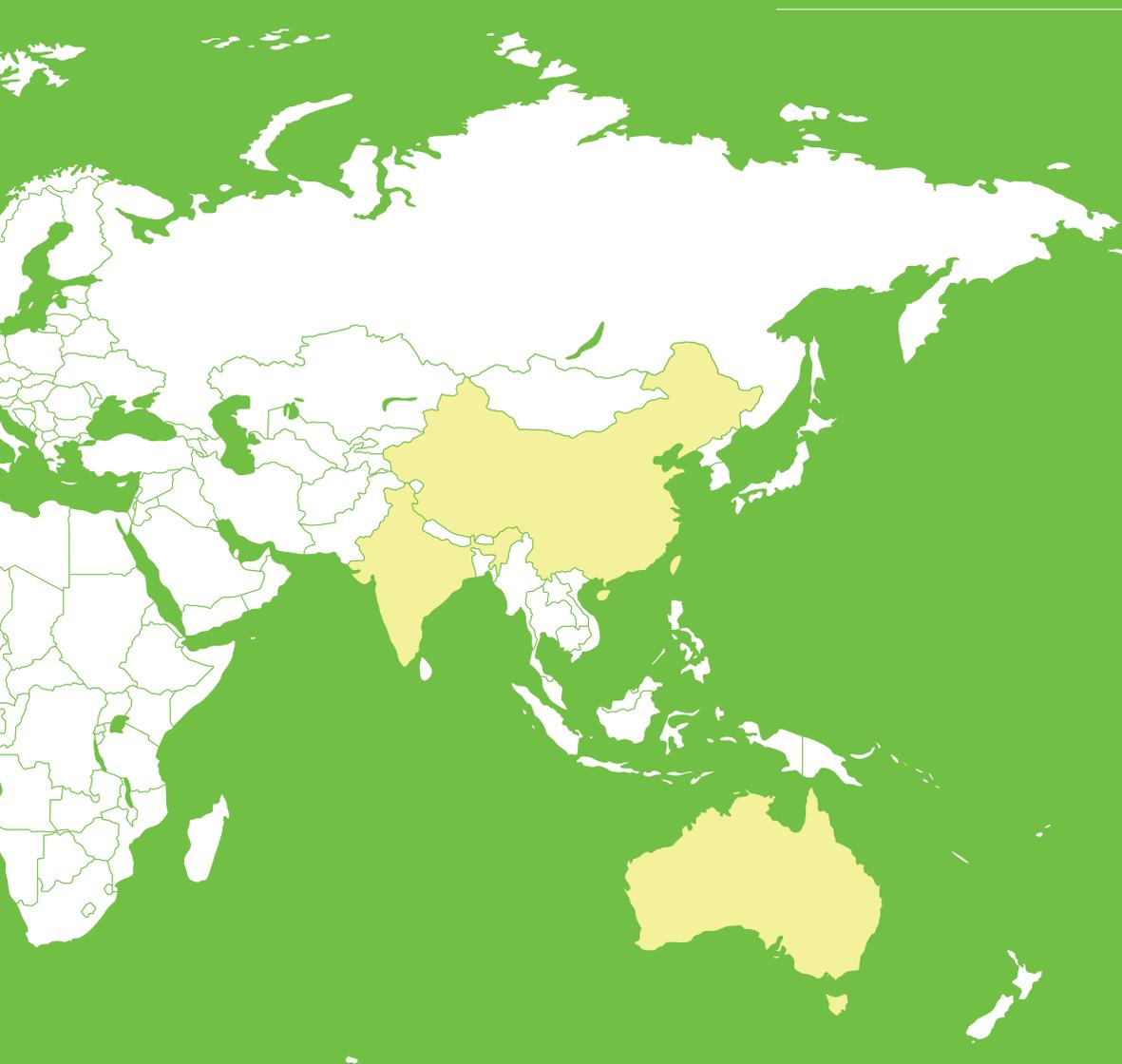


MINING AND RECULTIVATION

Aluminium is one of the most common metals on earth and is won through surface mining. The biggest mining areas are in Australia, China, India, Brasil, and Guinea.

To keep the impact on the environment as little as possible, 80 % of the mining areas are recultivated, and another 18 % are developed for forestry and agriculture once mining finishes. Furthermore, 58 % of the energy requirements are met by climate neutral water power.





**ABOUT
75% OF THE
ALUMINIUM
PRODUCED
SO FAR
ARE STILL
IN USE.**

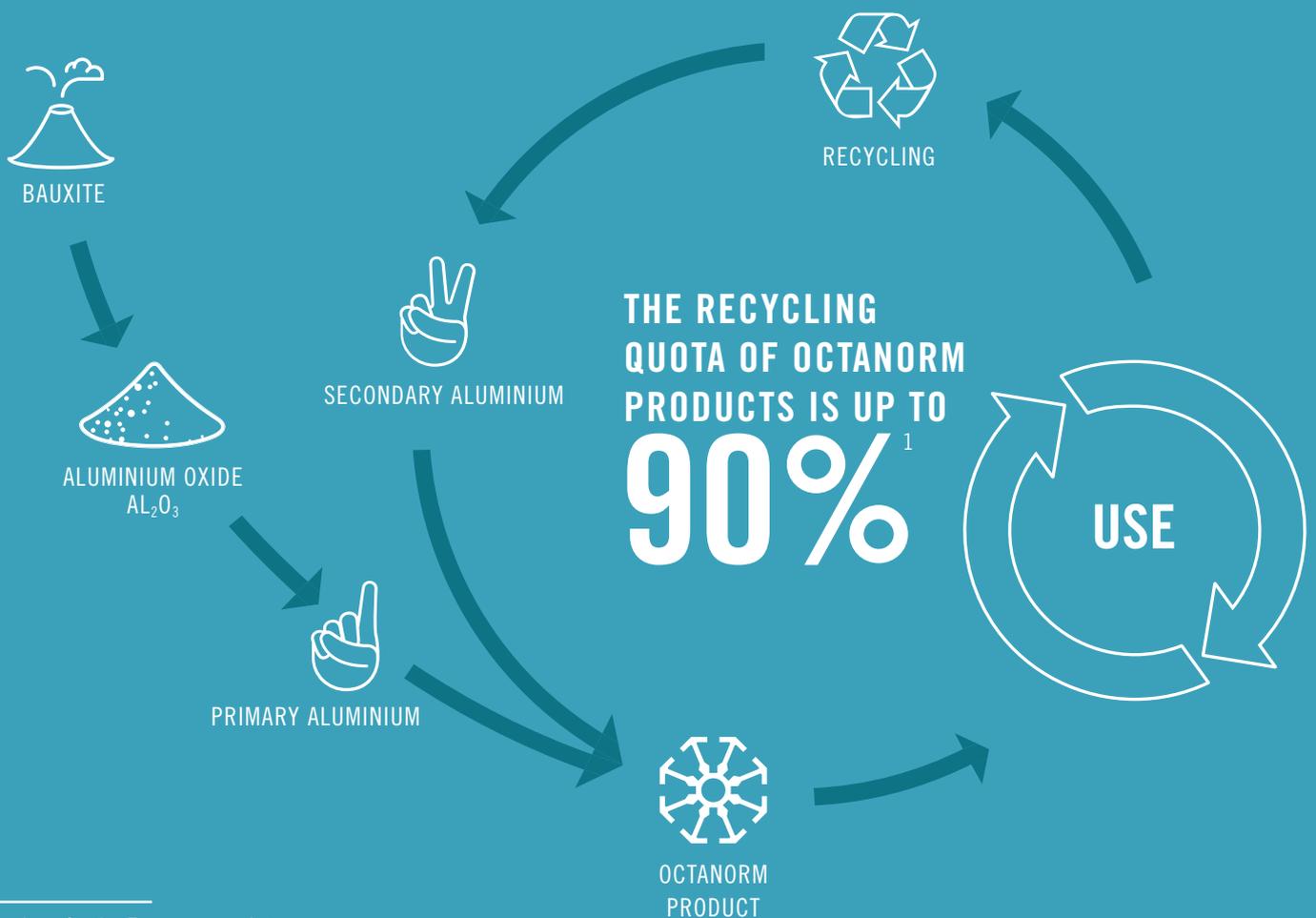
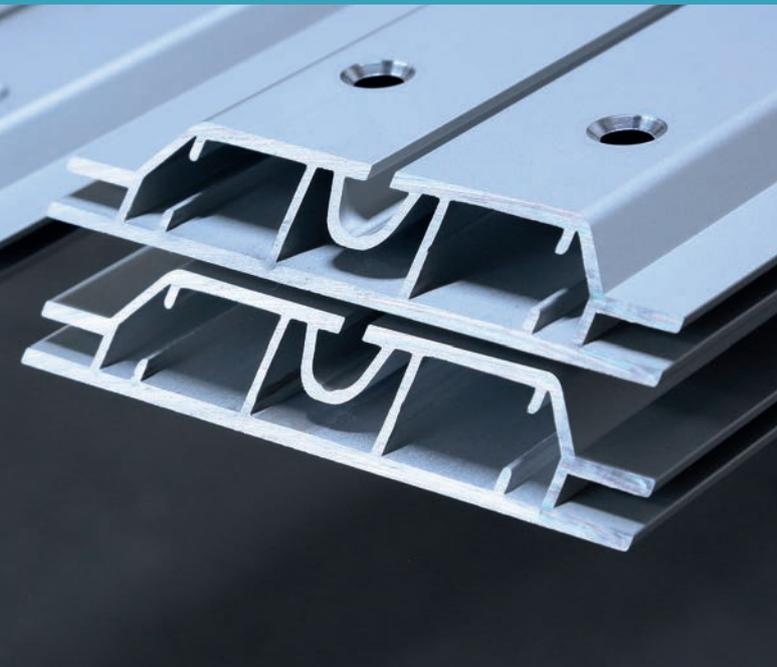
HIGH RECYCLING-QUOTA

The recycling process of aluminium is quick and efficient, and can be repeated endlessly without a loss in quality. This allows for the biggest part of the worldwide demand to be met by secondary aluminium.

The advantage: At 3.2 mWh per ton, secondary aluminium needs 95 % less energy than primary production.

THE IDEAL MATERIAL FOR OCTANORM AND THE OSPI NETWORK

The high specific strength and quality of our aluminium alloys make it the ideal material for our OCTANORM components. The alloys also ensure the longevity and reusability of our products. At the same time, the low weight allows for quick assembly and reduces transporting costs and emissions.



¹ Numbers for the European market



**AT THE SAME
HARDNESS AS STEEL,
ALUMINIUM IS 50 %
LIGHTER**

THE ALUMINIUM CYCLE

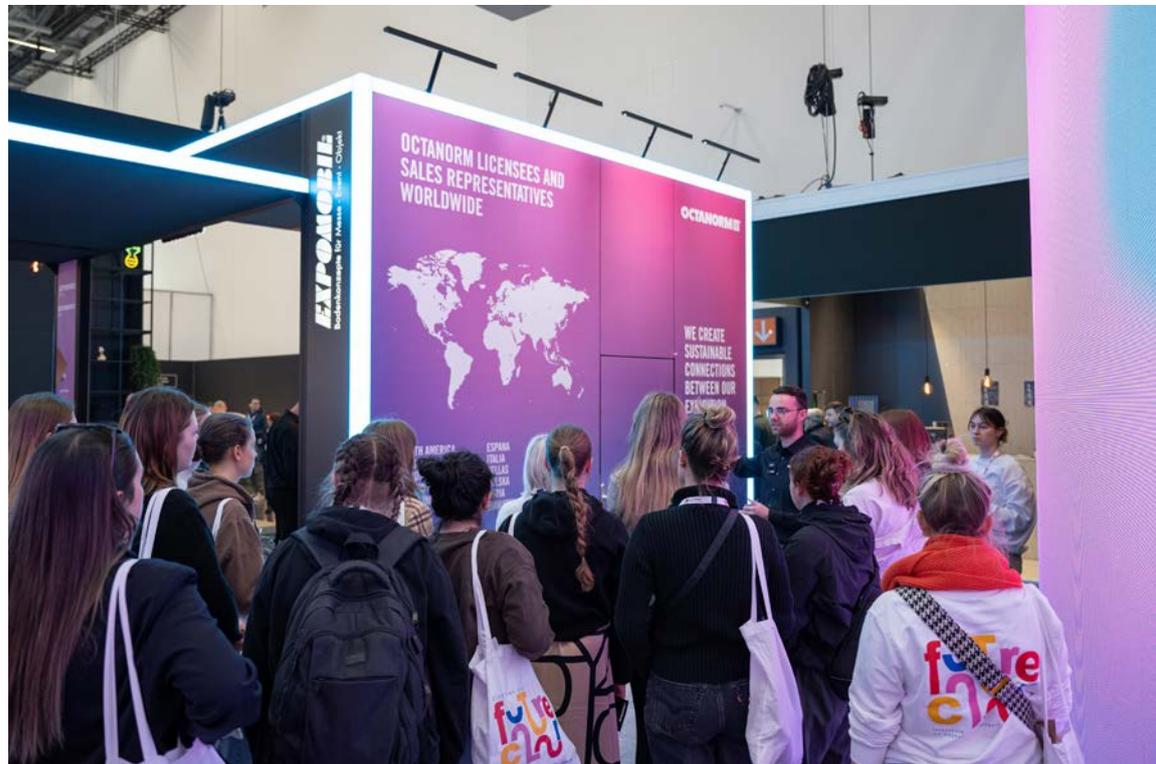
All OCTANORM products are of high quality and durable. Since our profiles and extrusions are pure enough, they can be recycled right away at the end of their life cycle. Similarly, offcuts and swarf from our production are immediately reintroduced into the production cycle.

ENVIRONMENT-FRIENDLY WITH A SYSTEM

In the exhibition world, there are two fundamentally different philosophies: System exhibition construction scores when it comes to sustainability, planning, and costs. Conventional exhibition construction, on the other hand, has its advantages when it comes to individual adjustments and the free choice of employed materials, but has big shortcomings when it comes to sustainability and recyclability.

Often, chipboard is used instead of aluminium components. At first glance, this might seem more ecological, when actually it isn't: for one ton of OSB chipboard for dry areas (with 10 % urea formaldehyde resin), almost the same amount of energy is needed as for one ton of recycled aluminium. And at the end of the day, aluminium is recyclable and reusable – wood panels generally aren't.

A conventionally built exhibition stand will be torn down and disposed of after one exhibition. According to estimates of the Wuppertal Institute for Climate, Environment, Energy, “almost 90 % of the employed conventional materials and products are disposed of as mixed waste” after the exhibition. A system exhibition stand made of aluminium, on the other hand, is dismantled at the end of the exhibition and can be reassembled quickly and easily at any time thanks to its light weight and modular structure. This makes the system exhibition stand the smarter choice for exhibition stand builders and exhibitors alike – both ecologically and economically.



KNOWLEDGE + EXCHANGE

We are committed to spreading our idea of "Faszination System" around the globe. Practice and theory are on the agenda at our user meetings. We always have an open ear for the wishes and concerns of our partners and incorporate them into our product development.

However, we do not only want to reach out to our existing partners, but also to the next generation. That is why we work with design schools in the Stuttgart region and support projects through sponsorships. We also offer internships and apprenticeships.

Our licensees take this idea to the world with their own events and projects.





NETWORK + GOALS

By working together, we not only reach our goals faster, but we also benefit from each other's insights. Connections are in our DNA. Over the years, we have expanded our network of licensees and partners worldwide - and we continue to do so.

"Designed here. Built there." is the tagline of our OSPI (OCTANORM Service Partner International) network, working together across national borders. We are already represented in more than 40 countries, giving us access to material stocks and personnel almost everywhere. In addition to shorter transportation routes and reduced CO₂ emissions, we benefit from the country-specific know-how and expertise of our global booth construction network.

We are also a member of bdia, fwd, IFES and UFI. Together with these organizations we work towards common goals and the advancement of not only the exhibition industry.





GIVING + HELPING

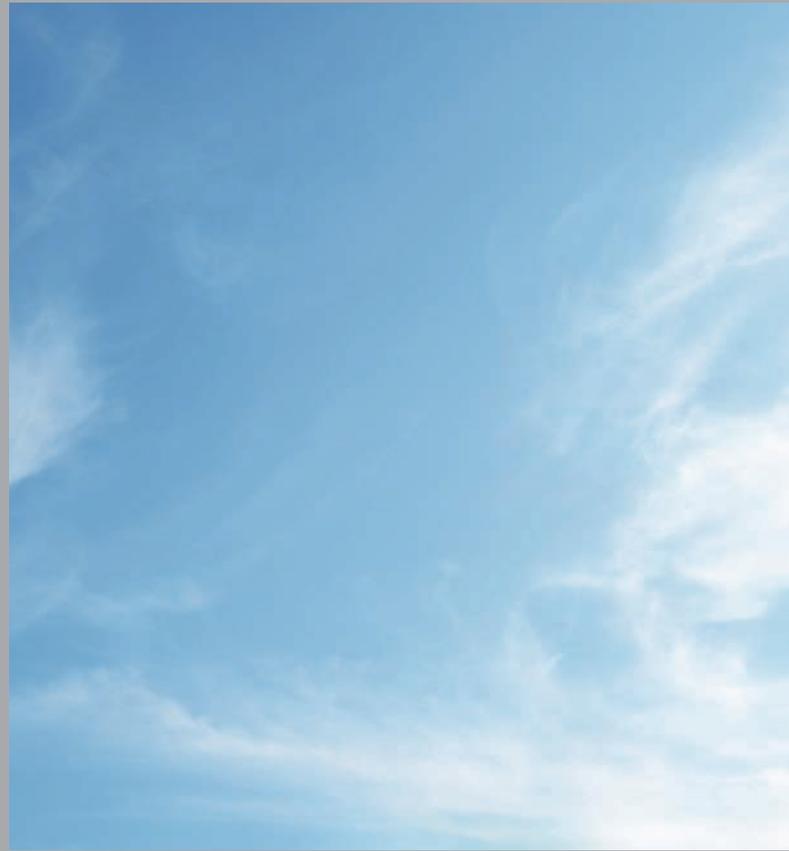
We take an active role in building a better future by working together to support sustainable projects. We guarantee that there is no child labor in our entire supply chain, and we only work with partners who share our values. This ensures that our products are made under fair and humane conditions.

We work hand in hand with a local sheltered workshop, supply kindergartens with drawing and writing materials, and donate our hardware such as computers and monitors to educational institutions through the organization "Das macht Schule". Since each of our OSPI meetings takes place in a different partner country, we also organize a silent auction on site. The money raised goes to a local organization as a way of giving back to the host country.

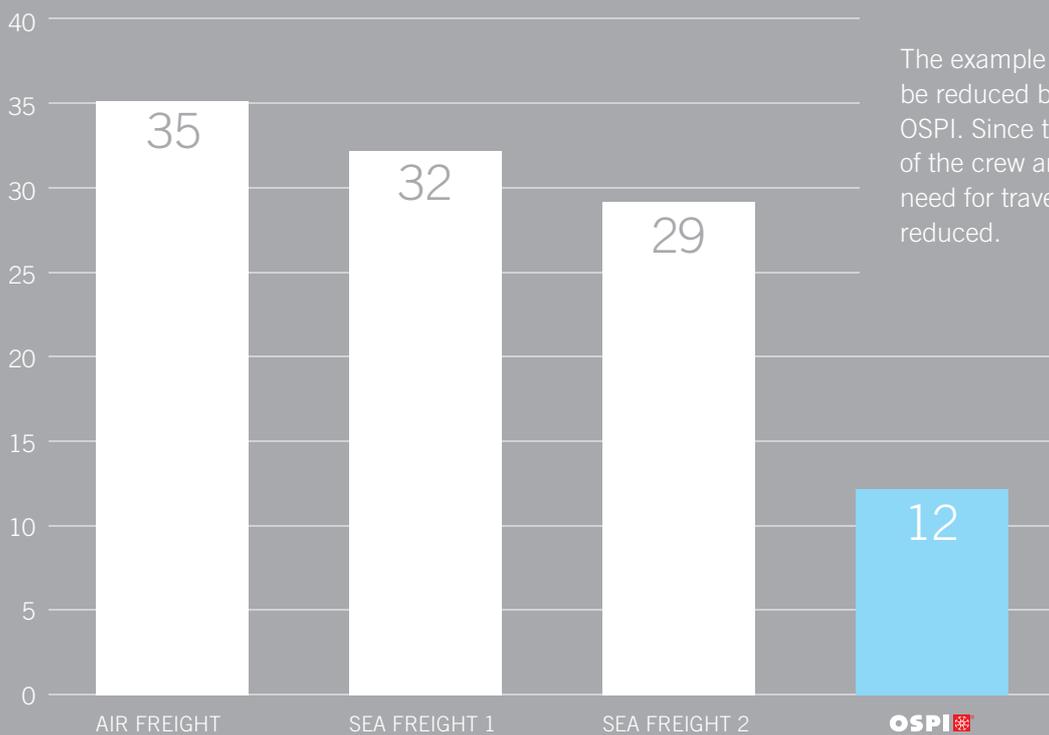
By doing so, we invest in our community and create opportunities for all - for a future we can build together.



USING THE OSPI NETWORK, CO₂ EMISSIONS CAN BE REDUCED BY 65% OR MORE



CO₂ EMISSIONS IN TONS



The example shows that emissions can be reduced by up to 65% thanks to OSPI. Since the components and most of the crew are already on site, the need for travel and transportation are reduced.

FOCUS: ENVIRONMENT-FRIENDLY THROUGH OSPI

OSPI stands for OCTANORM SERVICE PARTNER INTERNATIONAL.

With about 120 partners worldwide, it is right now the biggest international network of exhibition builders. Since every partner has agreed on only offering OCTANORM products, customers get the same high quality worldwide. The underlying philosophy is the concept of "Designed Here. Built There": The booth is planned by the exhibitor together with his local OSPI. Then it is manufactured in the target country, and the country's OSPI takes care of the assembly and everything else. The exhibitor can therefore fully concentrate on the preparation of his presentation and sales activities.

UP TO 65 % LESS CO₂

The following example is to illustrate the savings in CO₂ emissions possible thanks to the OSPI network:

An exhibitor from Los Angeles wants to present his company at an exhibition in Frankfurt (Main):

- **Without the help of the OSPI network**, the project is planned and manufactured by an exhibition building company in Los Angeles. Afterwards, the booth has to be transported to Germany using different modes of transportation (air freight, sea freight, truck).
- **With the help of the OSPI network**, the booth is planned by a local OSPI but manufactured in Germany by another OSPI. Therefore, overseas transportation is made redundant.

Four scenarios are possible:

	AIR FREIGHT 	SEA FREIGHT 1 	SEA FREIGHT 2 	
PLANNING	In Los Angeles	In Los Angeles	In Los Angeles	In Los Angeles
MATERIAL	A direct flight is used to transport the components from LA to Frankfurt.	The components are transported to Europe by ship. First, they have to be transported from LA to Miami via plane.	The components are transported to Europe by ship. First, they have to be transported from LA to Miami by truck.	The components are manufactured close to their final destination and are transported by truck.
PERSONNEL	The exhibition crew (3 persons) and the construction crew (4 persons) are travelling from LA to Frankfurt on a direct flight.	The exhibition crew (3 persons) and the construction crew (4 persons) are travelling from LA to Frankfurt on a direct flight.	The exhibition crew (3 persons) and the construction crew (4 persons) are travelling from LA to Frankfurt on a direct flight.	The exhibition crew (3 persons) are travelling from LA to Frankfurt on a direct flight. The construction crew (4 persons) is close to the final destination.



REMODELLING + FUTURE

We have made a conscious decision to stay in the building we moved into in 1974. Rather than build a energy-intensive new facility, we will expand and renovate it over time with the future in mind. Hybrid cars can already be charged on site, and in the future there will be room for a large solar array on our roof. We have also set ourselves the goal of becoming carbon neutral by 2030.

Our employees are provided with a water dispenser that they can use to refill their bottles and glasses. This reduces the use of plastic bottles and encourages the use of reusable bottles.





TEAMWORK + COMMUNITY

We all pull together. That's why we actively support the health of our employees with a wide range of offerings, from bike leasing and company soccer to corporate health insurance.

Our cafeteria with table soccer invites you to chat and is a popular place to relax. There are no noisy open-plan offices in our building, just lots of open doors and always an open ear. Trust and respect are the cornerstones of our corporate culture.

We are a diverse team where everyone can develop their potential and have a voice.



THE EXAMPLE IS BASED ON THE FOLLOWING PROPOSITIONS

Start	Goal	Distance	Vehicle
Los Angeles	Frankfurt	8138 km	Plane
Lokaler OSPI	Frankfurt	28 km	Truck
Bremerhaven	Frankfurt	520 km	Truck
Los Angeles	Miami	4345 km	Truck
Los Angeles	Miami	3760 km	Plane
Miami	Bremerhaven	7652 km	Ship

*Source: maps.google.com

Vehicle	Max. CO ₂ emissions
Truck	121 g Per ton per kilometre, average*
Ship	36 g Per ton per kilometre, average*
Plane	500 g Per ton per kilometre, average*
Plane (person)	238 g Per ton per kilometre, average**

Source: umweltbundesamt.de Treibhausgasemissionen im Personenverkehr und Güterverkehr - Bezugsjahr 2022

**Source: freightos.com

The calculation is based on the following propositions:

- The stand will be staffed by an exhibition crew of 3 people, 4 people are needed for construction.
- 2 flights are needed per person (return flight). 238 g of CO₂ are emitted per person per kilometer.
- The components are transported back the same way they came.
- The weight of the components is 1 ton.

Example calculation for scenario "SEA FREIGHT 1"

Return flight LA – Miami	$(3760 \text{ km} \times 500 \text{ g per t per km} \times 1 \text{ t}) \times 2$	= 3,76 t
Shipping of components from Miami to Bremerhaven and back	$(7652 \text{ km} \times 36 \text{ g per t per km} \times 1 \text{ t}) \times 2$	= 0,55 t
Transport via truck from Bremerhaven to Frankfurt and back	$(520 \text{ km} \times 121 \text{ g per t per km} \times 1 \text{ t}) \times 2$	= 0,13 t
Return flight for personnel LA – Frankfurt	$(8138 \text{ km} \times 7 \text{ Personen} \times 238 \text{ g per Person per km}) \times 2$	= 27,12 t

" 31,56 t CO₂ emissions

OCTANORM does not guarantee for the accuracy and completeness of the presented data.

Data as of 01.10.2024

You would like to know more about sustainability and aluminium manufacturing?
Ask us, or check our sources.

ONLINE SOURCES:

German

www.nachhaltiges-bauen.de
www.aluinfo.de
www.ospi-network.com/de/
www.vcd.org
www.maps.google.com
www.co2-emissionen-vergleichen.de

English

www.recyclenation.com
www.european-aluminium.eu
www.world-aluminium.org
www.recyclinginternational.com
www.myclimate.org

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Rainer Lucas & Sandra Kolberg, Materialeffizienz und Produktdauerverlängerung in der Messewirtschaft – Handlungsbedarf, Strategien, Lösungen. In: Wuppertal Papers Nr. 158. Wissenschaftszentrum Nordrhein-Westfalen, Wuppertal Institut für Klima, Umwelt, Energie, 2006.

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