



Press release

SUCCESS FOR ENVIRONMENTALLY FRIENDLY BADGES

A new type of badge introduced at IMEX 2008 by badging specialist RefTech Services is proving to be extremely popular with organisers. The badges are printed on paper from managed sources and are coated with a cornstarch laminate. This creates a double-sided badge that can be attached directly to a lanyard without the need for a badge holder. All of RefTech's badging systems are now able to print onto the new style of badges so the product is now available for every type of event from the smallest to the biggest.

The badges are printed onto a peel-off sheet. They are pre-folded so that they fold back on themselves making a double sided badge that is strong enough to withstand the rigours of a two or three day event with ease. The badges themselves meet the European standard for compostibility so they are contributing to RefTech's drive to achieve high standards of sustainability.

It was these badges that were chosen by Seventeen Events for the Sustainable Event Summit in London.

RefTech sales manager, Penny Colclough said, 'We introduced the new badge stock in the belief that it would be popular but it has proved to be far more successful than we ever imagined. Obviously organisers are pleased that we can help them to reach their sustainability targets but they also like the fact that they can have double sided badges at no extra cost.'

(ends)

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