

**Aluvision**



# **Sustainability charter**

Let's imagineer  
a better world!

[WWW.ALUVISION.COM](http://WWW.ALUVISION.COM)



# Imagineering is our mission



## EFFICIENCY

We continuously strive for product designs that offer maximal output and require minimal effort. Our frame systems are easy to build (no tools needed!) and guarantee a high return on investment.



## INNOVATION

With research and development at the core of our company, we aim to build intelligent products with a clean design, while continuously looking for new technologies.



## SUSTAINABILITY

We limit our first environmental impact by producing reusable and recyclable lightweight products with a long lifespan. Moreover, our production plant mainly runs on solar energy and we sustain our own waste-management program.



## QUALITY

From production to customer service — we always strive for high-end quality. A keen eye for detail and internal quality checks ensure we deliver on our promises.



## MODULARITY

Our versatile design offers endless combinations and creative possibilities with a wide range of materials and reusable products.

# We embrace sustainability

The development goals of the Environmental Social Governance (ESG) set of considerations form the basis of our business strategy and output.

PRODUCT	4	Engineered to last	9	Industry Innovation Infrastructure	12	Responsible Consumption and Production	15	Life on Land
	5	Tried and tested	9	Industry Innovation Infrastructure	12	Responsible Consumption and Production	15	Life on Land
	6	Endlessly recyclable	9	Industry Innovation Infrastructure	12	Responsible Consumption and Production	13	Climate Action
	7	Standards for production	9	Industry Innovation Infrastructure	12	Responsible Consumption and Production	13	Climate Action
	9	The bigger picture	9	Industry Innovation Infrastructure	12	Responsible Consumption and Production		
PLANET	10	Green headquarters			7	Affordable and Clean Energy	13	Climate Action
	12	Planting seeds for tomorrow	6	Clean Water and Sanitation	8	Decent Work and Economic Growth	9	Industry Innovation Infrastructure
	13	Journey of efficiency	6	Clean Water and Sanitation	8	Decent Work and Economic Growth	9	Industry Innovation Infrastructure
	14	Co-creating the future			3	Good Health and Well-being	16	Peace, Justice and Strong Institutions
	15	Extending impact	9	Industry Innovation Infrastructure	12	Responsible Consumption and Production	17	Partnerships for the Goals
PEOPLE	17	Gender equality					5	Gender Equality
	18	All about balance					3	Good Health and Well-being
	21	Empowering knowledge					4	Quality Education
	22	Global icon, local impact	1	No Poverty	2	Zero Hunger	10	Reduced Inequalities
	25	Proud Belgian Maker	8	Decent Work and Economic Growth	9	Industry Innovation Infrastructure	10	Reduced Inequalities



# Engineered to last

Our mission is imagineering. Engineering with limitless imagination, yet always keeping the idea of reusability and ecology in mind. Back in the days, most exhibition stands were made from wood, good for one single use and easy to throw away after the show. To break this polluting cycle, we've designed a modular exhibit building system made from aluminum, that can be endlessly reused. Across our products, including profiles and frames, our modular LED tiles, furnishings, and even our packaging solutions, we aim to improve.





# Tried and tested

With research and development forming the core of our company for more than 20 years, we build intelligent products with a clean design, while continuously striving for new technologies. Every solution we generate is subjected to various sustainability tests from the prototyping phase through the final engineered product to ensure the highest adherence possible to sustainability standards.



# Endlessly recyclable

We opt for a 100% reusable end product and for sustainable materials. Did you know aluminum is the most commonly found metal on our planet? It's strong, yet light. It has a long life cycle and is fully renewable. This results in greener and smarter solutions for everyone. The recycling process only requires about 5% of the energy compared to the production of primary aluminum. We can say that at least 77,5% of our frames are produced from recycled aluminum.

# 77.5%

Another impressive fact: 77.5% of all the aluminum ever produced is still in use.



# Standards for production

We elect to press our frames using a patented process invented by Aluvision. We also take the extra step to anodize our aluminum profiles. Anodization creates a “barrier”, leaving the surface scratch and dirt resistant, and keeping the oils excreted from raw aluminum at bay. Not only does the increase durability and longevity of use; it ensures less byproduct waste in the use of gloves, soaps, and water in handling our product. Anodization has no influence on the recycling process of aluminum.





The Flexbox

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**Aluvision**

Your partner  
in modular  
exhibit solutions.

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MARKETING  
CONGRESS

In this fast-moving world, pause and rethink.

Aluvision

Let's create a  
meaningful  
future together.

Explore new  
opportunities.

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#MarketingCongress



# The bigger picture

As we innovate modular systems for exhibition design, finding balance between elegance, efficiency, profitability, and sustainability is paramount. That is why, next to using less material, our sustainable strategy also translates to smart designs. Our product, and how we package it, allows for smaller storage spaces and fewer trucks to transport our goods. Thanks to our two production facilities in Deinze (BE) and Atlanta (USA), and a parts depot in Las Vegas (USA), we avoid unnecessary transportation and bring worldwide service and delivery to our customers. What's more, our Aluvision Connect Program brings together all our partners in an inclusive effort of sustainability and the sharing of knowledge and resources.

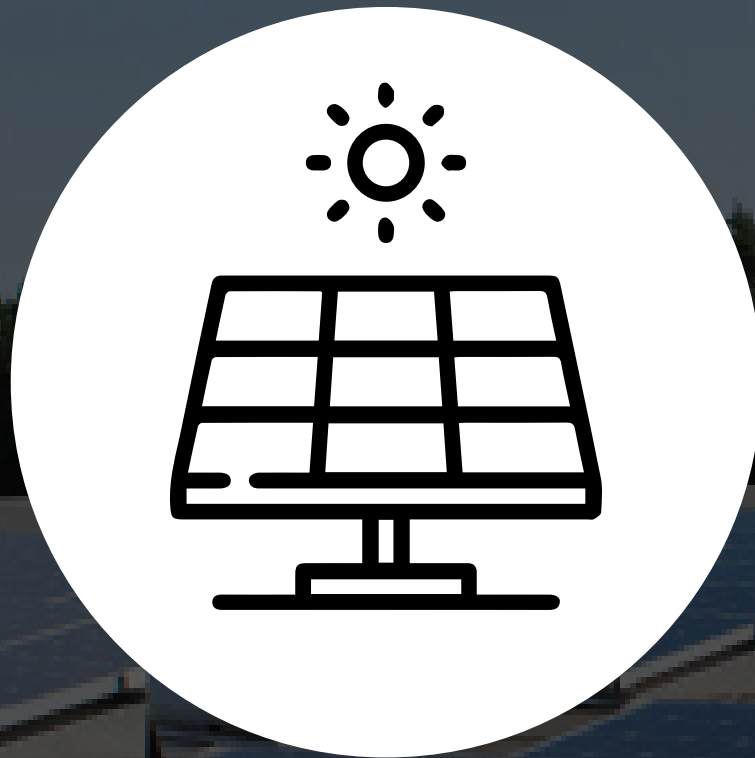


# Green headquarters

At Aluvision, we're continuously looking for better ways to care for our staff and the environment. With our future-forward mindset, we're already taking our next step, towards even greener headquarters than we have now, building a brand-new HQ at the Evolis industrial site in Kortrijk (BE). Our goal? Combining the latest durable energy technologies with a future-proof design, to create a work environment that's both sustainable and inspirational. Next to lean production areas and open office space filled with natural light, there will be plenty of leisure possibilities and a terrace for employees to enjoy nature during lunch break. Moreover, the new plant will be powered by solar panels and wind turbines and offer staff the possibility to plug in their electric cars or come to work by bike or public transportation more easily.







# 1008m<sup>2</sup>

of solar panels are powering  
our current headquarters

# Planting seeds for tomorrow

We view sustainability as more than a way of doing business. It's a lifestyle, and we provide opportunities for our staff to learn and share in our values outside our daily operations. We try to help our staff to live and work more consciously, simply by offering possibilities to do so. Apart from solar energy and lean production spaces, we also use rainwater to flush all our toilets. Employees are encouraged to refill their reusable water bottles with purified tap water instead of using disposable plastic bottles. A small change in mindset, can have a big effect in and outside of the work environment.



# Journey of efficiency

Our commitment to our partners extends beyond providing innovative exhibit solutions—it's about offering reliability and sustainability every step of the way. Instead of labor-intensive custom wooden booths, we offer a dependable modular system that fosters creativity while ensuring consistency across diverse design needs. Our solutions become the rental inventory our customers can rely on to streamline their business operations, reducing their use of raw materials and carbon footprint associated with building event environments. Moreover, as a manufacturer focused on sustainable business practices, we are also able to support the end-user as well as our direct customers with cost-efficiencies and reduced environmental impact. Renting exhibit components can be less costly than owning, storing, and maintaining custom projects, and our lightweight and compact products help reduce costs and carbon emissions associated with shipping, drayage, and labor services.





# Co-creating the future

We aim to inspire as much as possible. Yet to ensure sustainable growth, top-down ideas and decisions aren't enough. We want to be ready for whatever the future holds. That's why we've started the Inspirational Growth Project, in which we encourage team members to map and question current responsibilities, processes and tasks. We hold up a mirror to the organization and receive bottom-up feedback, inviting everyone in our company to help write our story. This project is supported by the European Union and the Flemish Government. In addition to the investment the organization makes, we can also count on the financial support from ESF (European Social Fund) and VCF (Flemish Co-financing Fund).



# Extending impact

We don't only look inwardly on how we can affect sustainable business practices. We prioritize partnerships with transportation and material sourcing partners who share our dedication to sustainability. By aligning with like-minded collaborators, we amplify our environmental and economic efforts, fostering a more responsible and resilient industry ecosystem.









# Gender equality

Gender equality is not something we strive for but live by. What else would you expect from a company founded by a strong couple? Ann Vancoillie and Dirk Deleu manage Aluvision together, leading by example and demonstrating the power of gender equality in the workplace. In the same way we view environmental and economic sustainability, we take seriously our role in proliferating social sustainability. From top to bottom, all our teams are balanced when it comes to gender.



# All about balance

Social sustainability is more than having equal gender ratios within an organization. We know life doesn't stop when you leave for work, so we try to keep the environment as vibrant as possible, balancing hard work with fun and games. Our daily tournaments let colleagues blow off some steam, and we encourage screen-free lunches to reconnect and bring back inner peace. Moreover, occasional events and our yearly teambuilding make sure we boost morale and our team spirit. And thanks to our international context, our employees can work abroad and grow professionally and personally.













# Empowering knowledge

Our passion for growth and inspiration also takes us beyond the borders of our own company. After years of building our knowledge, we want to share what we've gleaned and build opportunities to learn from our partners. Our three showrooms are designed as educational hubs, and through the Aluvision Academy we offer workshops and webinars to teach professionals about our field. Aluvision Connect, our partner program designed to help companies grow, is an opportunity to collaborate across the globe. Members enjoy resources such as specialized training courses covering tech, sales, and marketing, access to Aluvision networking events and incentives, and qualitative leads and online presence through Aluvision's global sales and marketing strategy.



# Global icon, local impact

Sharing our knowledge isn't the only way we aim to make an impact on the world around us. Many years ago, Guido Deleu, Dirk's father, created a momentous statue known as 'The Visitor'. This work of art has toured galleries around the world and has since been replicated to serve a whole new purpose. While the original was made of aluminum and bronze, a new, smaller version is made out of ceramics. Every single statue is manufactured by local artisans in the Corres di Terra studio in Brazil. As such, The Visitor provides employment and prosperity to that community, and we purchase them to share as gifts to customers to commemorate certain achievements. We're happy to give back, creating quality of life for others across the globe.











# BELGIAN MAKER AWARD

WINNAAR  
2017

unizo

VERSTERKT ONDERNEMERS

Aluvision nv

**DHL**  
WWW.DHL.BE 02 715 50 50

**DHL**

INSPIRATIE

U werd verkozen om  
en omd



# Proud Belgian Maker

After being awarded the ‘Lion of Export’ prize in 2015, our efforts to create sustainable business growth were lauded with the Belgian Maker Award in 2017. The jury of experts, including co-organizers Karel van Eetvelt (Unizo) and Danny Van Himste (DHL), agreed that Aluvision excelled in its distinct focus on innovation and product development, both spearheads for the expansion of the company. We owe our awards to our strongly committed team and our clear vision for the future. Without a doubt a crowning achievement and a motivator for the future development of our company.





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