

# frequently asked questions



The role of this document is to provide **answers** to the most frequently asked questions about our **environmental commitment**.

## environmental footprint

**To what extent has the environment be a criteria guiding your choices?**

The processes and materials we use, have been selected with the reduction of our ecological footprint as main criteria, even before the costs.

**In what manner is your production process respecting the environment?**

The printing techniques that we use are the lambda printing or the direct printing on Dibond.

The lambda printing is a process that we have selected for its incomparable quality and because it's ink-free. The chemicals used in the photo development process are collected and recycled.

The direct printing works with eco-solvents. We have selected this printing process for its outstanding quality, for its durability and also because it's the printing process having the less impact on the environment currently available.

The support we use to mount the works is Dibond. It is produced in Switzerland it is made out of aluminum and PET. It is 100% recyclable. Our printing processes combined to our support lead to an outstanding level of quality and durability.

**What type of packaging do you use?**

The boxes we use for the transport of the artworks are made out of recycled cardboard.

The packaging of the 40 x 40 cm artworks is made out of chlorine-free FSC (Forest Stewardship Council) labeled paper. The packaging of the 50 x 50 cm artworks is 100 % recyclable PET. It's the same material that is used for the bottles of mineral water.

**What are the certificates made out of?**

The paper used for our certificates is sourced from managed forest and is FSC labeled (Forest Stewardship Council).

**What are the holders on the back of the artworks made out of?**

We have spent quite a lot of time to find the processes and materials allowing us to reduce our environmental footprint. We haven't succeeded for the plastic auto-adhesive holders that we deliver with our open series which are in plastic (made in Switzerland). We haven't actually been able to find any suitable solution yet. If we reach the appropriate volumes, we have the intention to develop our own nature-friendly adhesive holders.

The limited series are delivered with a handcrafted aluminum structure on the back (100% recyclable).

## global warming

**Rather than to compensate, don't you think that it would be wiser to avoid your CO2 emissions?**

We completely agree. In our case the idea is not to compensate our CO2 emission. Our aim is to use the activity of the label to raise funds and use them to fight climate change. Our objective is to inspire the public with the work of the artists and to inspire the market with responsible business practices.

**How do you fight climate change?**

It's actually not really us who are combating climate change. It's you. When you buy an artwork, you also buy a tree. The tree will be planted by Tree-Nation as part of the "The Billion Tree Campaign" of the United Nations Environment Programme. Our objective is to plant more than 10.000 trees in 3 years.

**Why have you decided to work with Tree-Nation?**

We have chosen to work with them because we are likely minded. In both cases, we have decided to be in the market to influence it. In fact, both Artfriendly and Tree-Nation are private companies. We have selected them because of their professionalism, because of the relevance of their approach and because they work in partnership with the United-Nations.

**Where will the trees be planted?**

The trees will be planted in Niger in a huge land in form of a heart. Niger is one of the countries that is the most heavily hit by desertification and consequences of climate change.

## social responsibility

**What makes you think that your processes are responsible from a social perspective?**

We believe that our approach is socially responsible because we act in order to preserve our social and economic local environment. Our premises are located in a priority zone of development as defined by the European Union (Objective II Zone). Our entire production process takes place in Belgium or in Europe. We use local expertise and labor to propose top-end quality.