



We can give you the ReFRAME™ in any colour you want - including Green!

At AFI Branding Solutions, we recognise the importance of sharing the corporate responsibility for the ongoing care and stewardship of our planet and the environment.

With this as one of the driving forces of the way we do business, AFI adheres to several environmentally sound practices, which also includes the choices that we make in the products and materials that are utilised in the production process of the AFI ReFRAME™ and our other fabric signage and display solutions.



Recyclable Polyester yarn fabric:

AFI chooses a premium fabric for the AFI ReFRAME™ in order to deliver colour-rich excellence and optimum ink penetration on every ReFRAME™ product that leaves AFI's manufacturing facility. Our choice of fabric for the ReFRAME™ is made of recyclable Polyester yarn - free from harmful substances and biodegradable to the point of leaving little, or no waste in the environment. The production process of the ReFRAME™ fabric is optimised to the lowest pollution levels. This is documented, managed and monitored by the strict standards and regulations for meeting ISO 14001* compliance for which our fabric supplier has passed.

(*ISO 14001 is an Environmental Management System that uses a continual improvement approach in achieving and demonstrating sound environmental performance.)



Waterless, digital printing - AFI's Digital Printing Process:

The printing process of the ReFRAME™ utilises digital dye sublimation, a completely waterless process involving heat sensitive dyes that are printed onto a transfer paper, and from there, a heat press is used to transfer the dyes onto the finished polyester material.

The heat press enables the solid dyes to convert into a gaseous state which make their way into the pores of the polymer coating of the fabric. After the fabric has been through the heat press, the pores close up again and trap the dye within the fabric actually making the colour an embedded part of the fabric. The dye sublimation process completely eliminates the need to use chemicals and vast amounts of water as part of the washing and curing process, necessary with other forms of fabric printing.



- **The Hardware of the ReFRAME™ – Recyclable Aluminium Extrusion**

The custom extruded aluminium frame of the ReFRAME™ is constructed from the base bauxite, a clay-like ore that is rich in aluminium compounds which gives it incredible longevity, malleability, constructive integrity and strength. Recycling aluminium requires only 5% of the energy and produces only 5% of the CO₂ emissions as compared with primary production and reduces the waste going to landfill. Aluminium can be recycled indefinitely, as reprocessing does not damage its structure, whilst also being one of the most cost-effective materials to recycle.



- **Freight and Logistics associated with the ReFRAME™ – reducing our Carbon Footprint**

One of the most endearing qualities of the ReFRAME™ is the ability to 're-skin' and update the custom fabric graphic insert over and over again, whilst utilizing the existing aluminium frame. The fabric 'skin' directly enables carbon footprint reduction through the ability to be economically and efficiently transported and installed. The multiplication effect of this, over vast numbers of stores at a large variety of locations makes the ReFRAME™ one of the most environmentally friendly products available within the signage industry.