



MAAS+ROOS

360° SUSTAINABILITY APPROACH

Our contribution to more sustainability

SUSTAINABILITY

THE MAAS+ROOS 360° SUSTAINABILITY APPROACH

Sustainability has always been a high priority at **MAAS+ROOS** and it is part of our corporate culture. We see it as our entrepreneurial duty to protect our resources and the environment.

We do not primarily focus on the trading of emissions. Instead, we lower our emissions and use of raw materials in production and logistics.

We complete this approach by recycling everything from aluminium and steel to packaging materials like cardboard and plastic wrapping.

Recycling

We separate over 25 materials and return them into the circulation

Fine-particle dust extraction throughout entire production area

ISO 14001 certification underlines a comprehensive environmental policy



Production

State-of-the-art production facilities

Solvent free powders and waterbased paints

Certification: ISO 9001 and ISO 14001



Logistics

Co2 savings through production closer to the customer – in Germany, Dubai and India

CO2 savings through optimized logistics routes and group transports

Reduction of packaging materials through delivery to many markets with own means of transport



FULLY RECYCLABLE AND SUSTAINABLE

GREENFLEX is a brand new illuminated sign system.
Developed with sustainability in mind it is the first product of its kind and fits perfectly within the Maas+Roos 360° sustainability framework.

Made from up to 80% renewable material the sign can be disassembled into individual components and recycled at the end of its life cycle!

COMPARISON CALCULATION

How much Co2 does **GREENFLEX** save compared to typical solid acrylic letters?

	GREENFLEX	Solid Acrylic Letter
Acrylic	2.28 kg	9.4 kg
Renewable raw materials	2.4 kg	0.0 kg
LEDs	0.2 kg	0.2 kg
Co2 emissions	8.85 kg	26.82 kg

* values based on letterset pictured (right)



ILLUMINATED WOOD LETTERS



Up to 80% produced from renewable raw materials



The wooden material used is made from already recycled wood



Acrylic used can optionally be designed with a closed product life cycle

GREENFLEX

is the first fully recyclable illuminated sign system on the market. If desired, the minimum acrylic content required can also be produced in a closed product life cycle.



POWDER COATING



35% LESS CO2 EMISSIONS THROUGH SUSTAINABLE POWDER COATING!

Maas+Roos saves 12.8 tons of Co2 per year through innova- tive powder coating

Powder coating has a number of advantages compared to conventional painting, including being significantly more sustainable – we save a lot of CO2 as a result.

To be precise, it is approx. 12.8 tons per year, which corresponds to a saving of approx. 32,000 kilowatt hours of unused energy!

In addition, waste water is treated and not discharged into the sewage system.

Co2 savings of 35%:
– 12.8 tons of Co2/year
– 32,000 Kwh/year

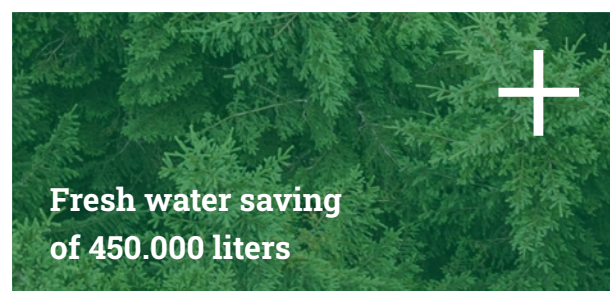


WATER TREATMENT PLANT



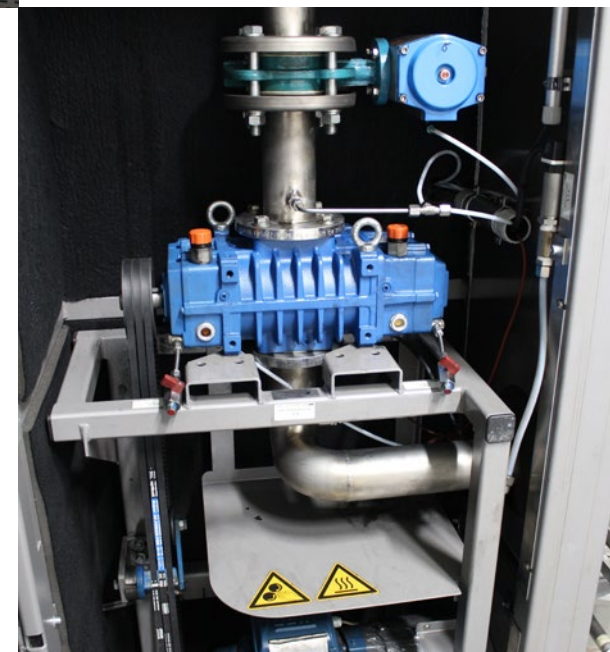
**450,000 LITERS
FRESH WATER
SAVED:
WASTE WATER
BECOMES PREPARED
AND REUSED!**

**Maas+Roos saves annually
up to 450,000 liters fresh water**



**Fresh water saving
of 450.000 liters**

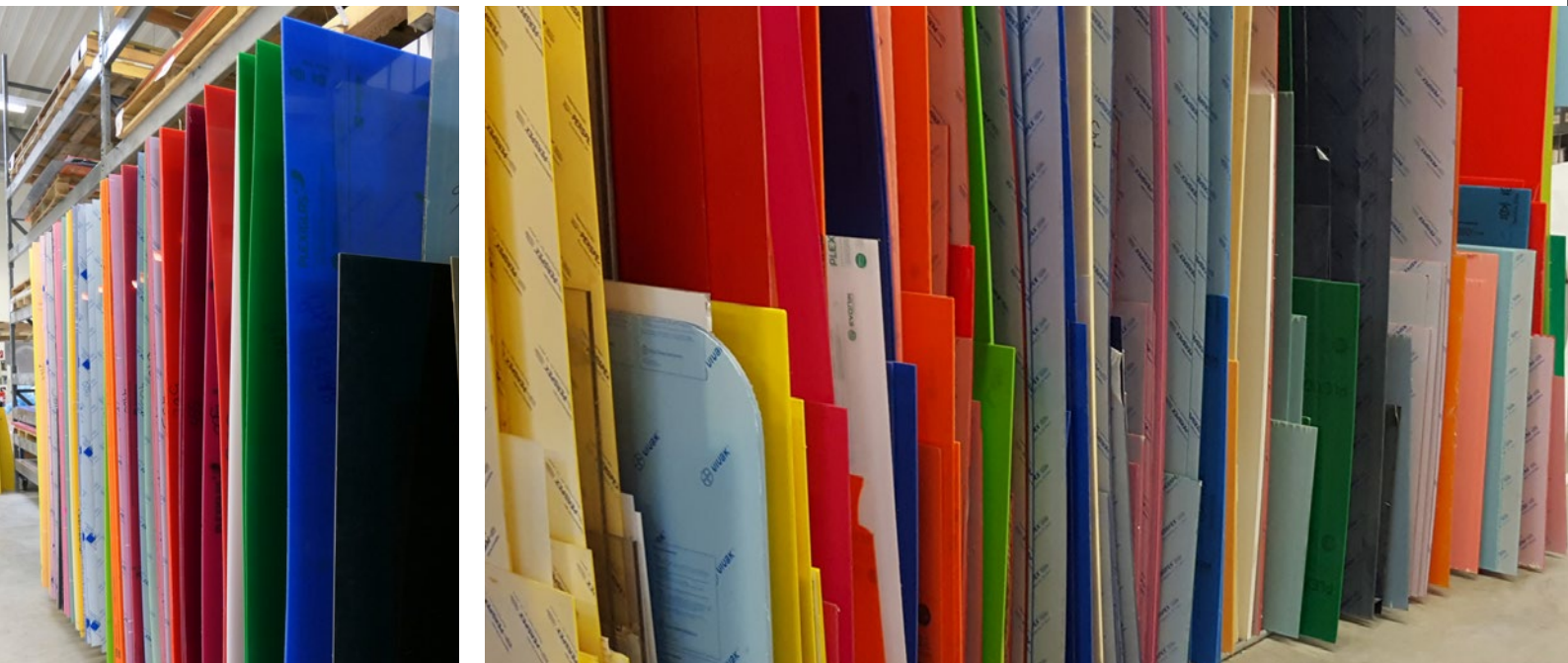
An in-house water treatment plant clears and filters waste water and prepares it so that it can be used again for the production process.



RECYCLED ACRYLIC



RECYCLED ACRYLIC REDUCES
CO2 EMISSIONS BY 76%!



On request, we can produce your illuminated advertising system from 100% recycled acrylic – and of course with the well-known advantages of a Maas-Roos advertising system.



NEWEST LED-TECHNOLOGY



52% MORE
LIGHT EFFICIENCY
AT THE SAME
ENERGY
CONSUMPTION!

Depending on the configuration and order, we install the latest LED technology and thus bring up to 52% more light output into your advertising system with the same energy consumption. This significantly increases efficiency and thereby saves energy costs and Co2 emissions.



RECYCLING



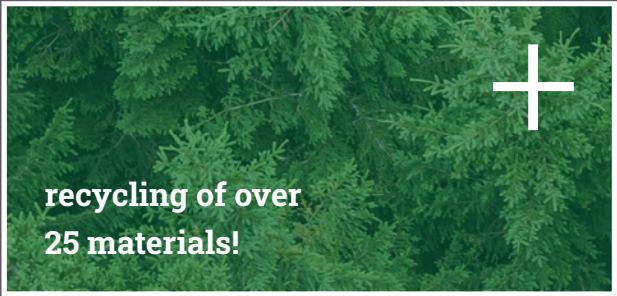
RECYCLING FROM PRODUCTION WASTE!



TAKE-BACK AND RECYCLING OF ADVERTISING EQUIPMENT.

On request, we will take back dismantled systems, dismantle them and feed them into the material cycle via our recycling process – for a clean environment and maximum sustainability.

We recycle over 25 materials that are required in the production process – each individual component is professionally disposed of and thus fed back into the material cycle.



LOGISTICS

SMART LOGISTICS FOR MAXIMUM SUSTAINABILITY!

Co2 savings through customer-oriented production – in Germany and in the partner network in Dubai, India and the USA.

Co2 savings through optimized logistics routes and group transport as well as reduction of packaging material through intelligent packaging solutions.

**Sustainability
through intelligent
logistics solutions.**



SOLAR ENERGY

OWN PRODUCTION
OF GREEN ENERGY!

In the near future we will be equipping our production buildings with solar elements – this will enable us to produce up to 630,000 kWh of green electricity per year on a roof area of over 6,000 square meters! This makes us up to 43% self-sufficient from external energy suppliers and saves up to 252 tons of Co2 emissions/year.

Own production of green
electricity: 630.00 Kwh/year
Saving of 252 tons of
Co2 emissions/year.

E-MOBILITY



CONVERSION
CORPORATE FLEET
ON E-MOBILITY

Our company fleet will be converted to e-cars as needed – this is how we reduce Co2 emissions where it makes sense and is economical.



Our contribution to more sustainability



Logistics
intelligent logistics concepts
for sustainable transport
worldwide

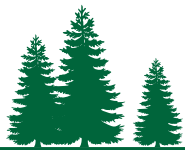


GREENFLEX
the world's first fully
recyclable letter

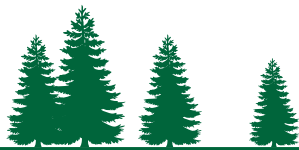


E-Mobility
Conversion of
company fleet
to sustainable
mobility

2005



2019



2023



2017

LPFlex
LEDs save a lot
of energy



New Production Facility
Co2 savings through
state-of-the-art
production facilities



2021



Solar
629.000kwh
green electricity
produced 252 tons.
Co2 savings

**WE'LL
MAKE
YOU
GREEN!**