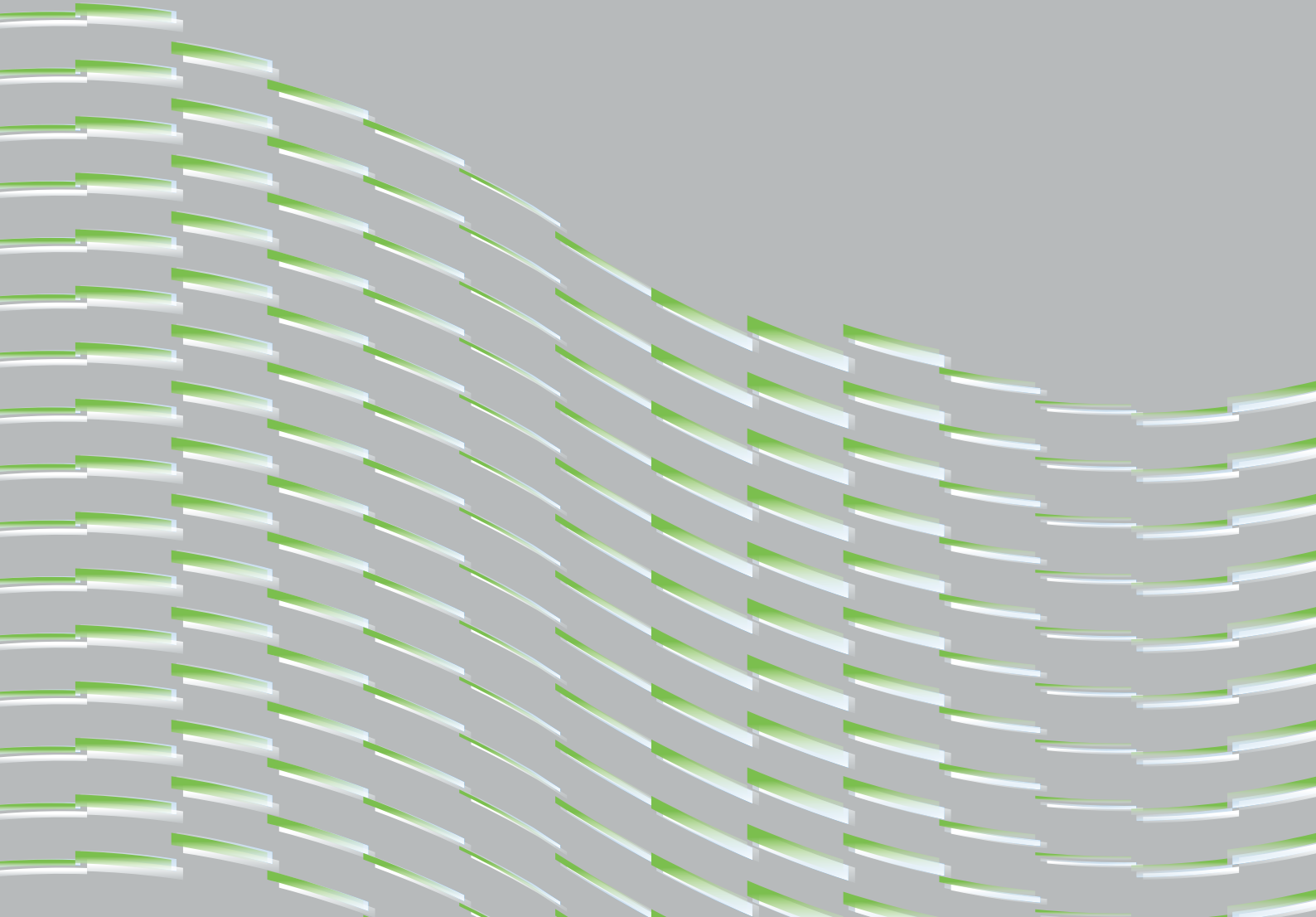


Wide Ocean Printing Sustainability Brandbook



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WHO WE ARE

**We are Wide Ocean –
a forward-thinking, quality-
driven authority in the
crafting and printing of
paper-based products.**



Founded over three decades ago, our spirit remains youthful and fervent, while our methods are honed and adept.

Our journey began in 1992 in Hong Kong, when Patrick Mak and Andy Wong – two professionals deeply enchanted by the captivating world of printing – united their passions. These two friends evolved into business partners and the pioneering founders of Wide Ocean.

Today, under the leadership of Patrick and Andy, we boast a dedicated team of over 200 professionals. Our headquarters remain rooted in Hong Kong, complemented by our expansive factory in Pingshan Town, Shenzhen.

Our unyielding pursuit of innovation has remained steadfast over the years. We're always eager to push the boundaries of quality, ensuring that we meet and exceed our customers' needs and desires.

This is the essence of Wide Ocean. We take immense pride in staying true to our identity and core values, serving and supporting all our stakeholders, continuously earning accolades and recognition for the exceptional work we produce daily.





BRAND ATTRIBUTES




CREATIVE



RESILIENT

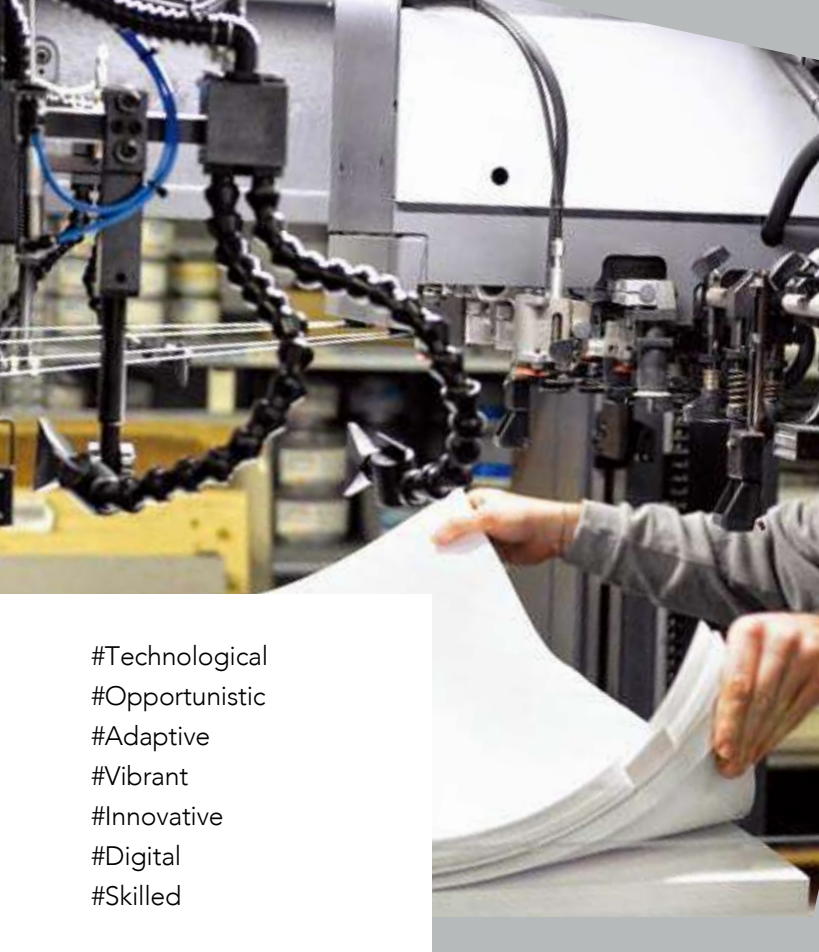


VARIABLE



- #Collaborative
- #Honest
- #Ethical
- #Sustainable
- #Caring
- #Client-centric
- #Curious
- #Inclusive





#Technological
#Opportunistic
#Adaptive
#Vibrant
#Innovative
#Digital
#Skilled

TRUSTWORTHY

RESOURCEFUL

CONSULTATIVE



PIONEER



REWARDABLE



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SUSTAINABILITY MATTERS

In today's age, the printing industry confronts global challenges, notably due to its considerable consumption of resources, materials, and energy. We recognize the gravity of these issues and are committed to championing a greener, cleaner, and more equitable world.



Footprint

The printing process demands intense energy and water usage, irrespective of the method - be it traditional printing press, digital, offset, or others. Prioritizing water conservation and reducing our carbon footprint are at the forefront of our efforts.



Waste

From paper remnants and discarded prints to chemical by-products, innovative waste reduction strategies are indispensable. With digitalization's ascent, responsibly discarding outdated machinery and electronics becomes vital.



Chemicals

Many printing procedures rely on inks, solvents, and coatings potentially detrimental to both the environment and human health. It's high time we embrace eco-friendly substitutes to mitigate these effects.



Paper

While printing is commonly linked to paper consumption and, by extension, deforestation, championing innovative solutions is key. Promoting responsible consumption and fostering a culture of recycling can pivot the narrative and ensure sustainability.





BE A GAME CHANGER. BE A PIONEER.

The world, and the printing industry alongside it, grapples with unprecedented challenges. While we've touched on issues like footprint, waste, and chemicals, this might only be scratching the surface. Recognizing our global interconnectedness, we comprehend that each word we print and every page we flip influences our world and its inhabitants.

*IS THE PRINTING
INDUSTRY
WANING AMIDST
CHALLENGES, AS
SOME PRESUME?*

Far from it. We posit that the printing industry remains vibrant, provided it adopts a refreshed outlook to transform challenges into groundbreaking solutions. This entails being attuned to the fluctuating market and customer demands and boldly embracing emerging prospects like advanced technologies and digital transition. The essence lies in metamorphosing into a conscientious and eco-friendly printing enterprise.

For us, it's "footprint-first" because our operational approach is as crucial as our deliverables. We're here for the long haul, poised to revolutionize the industry for the betterment of our stakeholders and collectively envision a brighter tomorrow.



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*PRINTING'S LEGACY &
OUR FUTURE DATING
BACK TO THE MID-15TH
CENTURY WITH JOHANNES
GUTENBERG, THE REALM
OF PRINTING HAS
CEASELESSLY INNOVATED,
ONE PAGE AT A TIME.*



*WE ARE POISED
AND READY TO
USHER IN A NEW ERA...*

#LEGACY
#TREND SCOUTING
#PROTOTYPING
#SOURCING
#DESIGN SKETCHING
#MANUFACTURING
#PACKING & LOGISTICS
#DIGITALIZATION
#INCLUSIVE WORKPLACE
#MATERIAL LIBRARY
#R&D
#TECHNOLOGY DRIVEN

**... AND CHART
A PATH FOR A
FUTURE-PROOF,
SUSTAINABLE
LEGACY.**



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PURPOSE

Sustainably Empowered. Quality Driven.

From our inception, one ambition has remained clear: the relentless pursuit of quality. This commitment spans from the products we craft to the relationships we nurture. Quality propels us forward, challenging industry norms and leading us to tomorrow's innovations.

In light of ongoing global challenges that began in the past decade, particularly those besetting the printing industry, we recognize that true quality stems from a sustainable ethos and purpose.

Our identity since 1992 is clear: A commitment to sustainability and quality, for tomorrow and beyond.





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VISION STATEMENT

Charting a path to enrich the world, one printed page at a time. Surpassing the conventional to realize the extraordinary.

Our aim is to establish a global benchmark for industry excellence, positioning ourselves as the go-to partner for discerning customers prioritizing enduring sustainability and unmatched quality.

MISSION STATEMENT

Transcending norms to realize the extraordinary."

From concept to completion, we leverage cutting-edge technology and ingenuity to elevate the art of printing, bolstering the ventures of our partners and stakeholders.



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SUSTAINABILITY AT WIDE OCEAN

In envisioning our future, our priorities are clear: **quality, innovation, and responsibility**. These tenets drive our mission to enact lasting, positive change for individuals and businesses.

JOIN US TO
TYPESET A
NEW PAGE!



OUR BLUEPRINT

With a vision set on the loftiest of goals, we employ a dedicated and quantifiable blueprint to guide our journey from today and into the future.

We recognize the integral components needed to cultivate a healthier, more equitable, and greener world. As a conscious participant in the printing industry, we're committed to integrating sustainable principles into our corporate operations and practices.

Our contemporary strategy rests on three foundational pillars, addressing the pressing concerns of upcoming generations:



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PRESERVE OUR PLANET





The sustainable use and reuse of natural resources is paramount in the printing industry. We stand by a foundational principle: Give back more than you take.



Carbon Reduction

Goals

Aware that climate change poses the most significant challenge for our era, we're steadfast in our commitment to a robust carbon emissions reduction strategy. Our approach hinges on continuous exploration and adoption of innovative energy sources. We aim to minimize wasteful consumption while maximizing resource efficiency.

Streamline the carbon footprint across our entire value chain – from manufacturing and transportation to final product disposal.



Resource Conservation

Goals

Paper often dominates perceptions of the printing industry. Championing responsible forestry and mitigating deforestation is a clarion call for us. Beyond that, we're dedicated to preserving another invaluable resource: water. Our pledge encompasses waste reduction and intelligent resource consumption.

Regularly update and train our employees in water conservation techniques. Actively encourage clients to opt for eco-friendly materials and papers in their printing endeavors.



Waste & Chemicals

Goals

The printing process inherently produces waste, from discarded materials to chemicals like inks and solvents. At Wide Ocean, our distinction lies in our meticulous oversight of every manufacturing detail, enabling us to curb unnecessary waste. Simultaneously, we prioritize quality materials and processes to ensure both environmental protection and human safety.

Collaborate exclusively with responsible and certified third-party suppliers, guaranteeing the appropriate management, storage, and transportation of waste and chemicals.



EMPOWER OUR PEOPLE

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The heart of Wide Ocean is its human capital. People stand at the core of our mission. We offer an environment where **safety**, **inclusivity**, and **growth converge**, allowing every individual to flourish. Recognizing and rewarding talent and merit is intrinsic to our ethos.



Health and Safety

Goals

Prioritizing the health and well-being of both our employees and the broader community is non-negotiable. Our Health & Safety policy establishes guidelines that foster a safety-centric culture, benefitting employees, customers, and stakeholders alike.

Mitigate the risk of work-related injuries, occupational hazards, and diseases, all while championing continuous operational improvements.



Ethical Recruitment

Goals

A diverse and adept workforce isn't just an asset; it mirrors our multifaceted society. At Wide Ocean, we approach recruitment with integrity and fairness, ensuring a process grounded in transparency and devoid of discrimination.

Ensure fairness throughout the recruitment journey and champion a workforce that celebrates diversity.



Nurturing Talent

Goals

Lifelong learning defines our corporate philosophy. We advocate for the continuous personal and professional growth of our employees. By offering training, mentorship, and coaching, we empower individuals to venture beyond their comfort zones, unlocking their full potential.

Cultivate a vibrant, positive work environment, celebrate achievements, provide continuous learning avenues, and tailor benefits to individual needs.



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TRANSFORM OUR PRODUCT





At Wide Ocean, our commitment is dual-faceted: to provide superior **quality printing products** and to do so **sustainably**. Our pursuit of innovative, **eco-friendly technologies ensures** that our clients receive the very best in sustainable solutions.



Responsible sourcing

Goals

Every procurement decision, whether related to materials, goods, or services, undergoes rigorous scrutiny. This isn't solely about quality—it encompasses social, ethical, and environmental standards. Our collaborations are anchored in mutual compliance with recognized standards and certifications.

Ensure adherence to the tenets and protocols outlined in our Supplier Code of Conduct. Adapt our sourcing strategies regionally to minimize environmental impact and foster robust collaboration.



Circularity

Goals

We're champions of a circular approach, veering away from the traditional "make-buy-waste" mindset. Our products are crafted with longevity and recyclability front and center. Through effective waste management, and a culture that prioritizes reuse and recycling, we contribute to a more sustainable, resilient economy and society.

Prioritize the conservation of natural resources in our operations, underscored by our 2023 investment in a new water recycling system for the pre-press production phase. Aim: Reduce water usage for plate-cleaning processes by 50%.



R&D

Goals

Our genesis is rooted in a fervor for printing—and more crucially, for its evolution. Our tireless endeavors in research, conceptualization, and tech adaptation keep us at the forefront of the industry. It's this unyielding spirit of innovation that equips us to drive both economic and social advancement.

Channel investments towards the integration of our digital 3D enhancement press and cold foil machinery, targeting reduced production times and waste curtailment.



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OUR COMMITMENTS

TO THE CLIENT

Whether you've been with us for years or are just embarking on a new collaboration, we deeply appreciate your trust in our expertise, proven results, and above all, our unwavering passion for this dynamic industry. Printed works aren't just ephemeral documents; they're legacies that stand the test of time.

As your partner and industry innovator, we pledge to remain at the forefront of technological advances. We consistently invest in cutting-edge printing machinery and delve into pioneering materials and techniques to elevate the caliber and scope of our services.

One of our crown jewels is the "Wide Ocean Color System." This trailblazing machine boasts 6-color printing capabilities on the KBA press, blending computer-to-plate (CTP) with Hi-Fidelity Color. The magic of this system? It produces prints with exceptional clarity and vibrancy, a significant leap from traditional 4-color (CMYK) printing.

In our 2016 stride towards advancement, we acquired a KOMORI Lithrone offset printer, equipped with the H-UV Press System. This technology ensures paint dries in a mere second, slashing drying time by 70% when compared to its predecessors. The color spectrum? Brighter, richer, and more versatile – streamlining processes and conserving printing materials.

Moreover, our mastery spans a plethora of printing effects, from laser-cutting and relief embossing/debossing to reflection stamping and beyond. Each technique is meticulously honed to cater to projects where quality and timeliness are paramount, and where the end result is nothing short of extraordinary.

*Eagerly awaiting our
next collaboration
and challenge!*





TO THE EARTH

At Wide Ocean, our commitment to the Earth is more than just words; it's a steadfast promise to adopt superior environmental practices to safeguard our planet. We're on a journey, and while the path may be long, we tread it with determination, committed to making a positive impact.

Let's begin with the most pressing matters:

Paper: Our commitment starts with advocating the use of FSC-certified paper. This choice assures our clients that the materials for their projects are sourced from ethically managed forests, aligning with the ecological, social, and economic needs of today and tomorrow.

Ink: We've embraced soy-based inks, which are not only low in VOCs but also have a minimized carbon footprint. Plus, using soy ink ensures the full recyclability of paper, underscoring our belief in recycling's vital role in extending product lifespan.

Circularity: In 2023, we took a substantial step in water conservation by introducing a recycling system for our pre-press production process, aiming to halve the water used in plate clearing.

Materials: Our commitment doesn't stop at paper and ink. We're continually seeking renewable and biodegradable alternatives to plastics. Notable shifts include substituting cotton or synthetic ropes with paper ropes for paper bag projects, and employing biodegradable synthetic leather made from coffee grounds.

Our reverence for Earth is boundless. We're unwavering in our pursuit of innovative, sustainable solutions to ensure a flourishing environment for all.



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SUSTAINABILITY IN ACTION

Innovative Printing Solutions reduces waste and energy consumption

In 2018, we took a significant leap by acquiring a new digital printing machine with advanced Scodix 3D visual technology. By 2023, our portfolio expanded with the addition of a cold foil stamping machine. Both of these automated investments have transformed our operations, dramatically enhancing work efficiency and cutting down on production time, especially during the mould-making process. More crucially, they've ushered in an era of waste reduction for us. Our on-demand digital printing eliminates the excess waste commonly associated with offset printing. Plus, the cold foil stamping technique is much more energy-efficient.

Providing
new solutions
to overcome
client's
challenges



Prioritizing Local Sourcing to Minimize Carbon Footprint:

While we're always on the lookout for innovative materials to refine our production processes, we prioritize local sourcing whenever possible. This strategy significantly reduces our carbon emissions, strengthens our bond with nearby suppliers, and streamlines our logistics. An added benefit is our policy of dispatching goods only when trucks are filled to capacity, minimizing the frequency of trips and further cutting down on emissions.

A varied selection of materials
delivered with a commitment to
sustainable logistics.





Validated by
Certifications and
Accolades

Prioritizing Health with Reduced VOC Emission:

During the printing process, volatile organic compounds (VOCs) are often released, posing potential health risks. Committed to safety and environmental responsibility, we've embraced advanced technologies to substantially reduce VOC emissions. Our efforts began in earnest in 2019 when we equipped our Pingshan workshop with a state-of-the-art VOCs system. This system uses UV photolysis and activated carbon absorption techniques to effectively tackle these emissions. Not stopping there, in 2021, we bolstered our commitment by introducing an additional treatment method. This enhancement ensures our total air volume remains at a controlled 24,000 m3/h, leading to a significant decrease in VOC emissions to just 0.069 tonnes by 2022.

Annual Total VOC Emissions Statistics

2020	2021**	2022
0.12 tonnes	0.072 tonnes	0.069 tonnes

*2019: One set of VOC waste gas treatment equipment, two treatment methods, UV photolysis + activated carbon adsorption, with a total air volume of 10000 m3/h.

**2021: Two sets of VOC waste gas treatment equipment, three treatment methods, water shower tower + UV photolysis + activated carbon adsorption, with a total air volume of 24000 m3/h.

Illuminating the Path to Energy Efficiency

In our ongoing quest to conserve energy and harness sustainable practices, we took a pivotal step in 2019 by installing LED lighting throughout our establishments in Hong Kong and Mainland China. This transition not only fosters energy savings but also promotes the judicious use of resources. Amplifying our energy conservation efforts, we unveiled an expansive solar panel installation in May 2023 at our Mainland factory. Spanning 2,600 sqm, these panels produce a robust 300kWh, accounting for an impressive one-third of our entire energy consumption.



Every stride we take is toward a greener future!





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