

HP Inc. Presents HP Environmental Excellence Award to Central Department Store



News Highlights

- HP Environmental Excellence Award praises Central's environmental commitment
- HP Latex Printing Technology continues to lead the change in sustainable media signage printing.
- Transforming print sustainability is not only good for the planet - it's good for business

Bangkok, January, 2020 - Neil Westhof, Director - Large Format Greater Asia & India, HP Inc presents the "HP Environmental Excellence Award" to Piyawan Leelasompop Executive Vice President for Marketing, Central Department Store (CDS) for being a role model in sustainable development in retail and service industry. Advertising and display media in Central Department Store which are produced by Thumnaksilp Advertising on HP Latex Printing Technology reflecting its stringent commitment to managing its business to prevent and control environment impacts.

"HP is proud of being able to support Central Department Store's commitment on the environment protection. HP Latex Technology carries a broad set of credentials addressing the full spectrum of environmental concerns; from ink chemistry and indoor air quality -for both print production and display -to lifecycle considerations, earning recognition for products as environmentally preferred overall. Innovative solutions from HP Latex consider environment impact in the design of every product throughout the entire lifecycle, from design, manufacturing, user and end of life," said Neil Westhof.

HP Latex Inks are water-based and provide many of the benefits of solvent-ink technology without imposing the typical environmental, health and safety considerations. Odorless prints produced with HP Latex Inks emit extremely low levels of VOCs (volatile organic compounds). There is no special ventilation required to meet occupational exposure limits and there are no requirements for air

discharge permitting, facilitating an improved printing environment. In compliance with a number of industry-leading certifications, HP Latex Inks do not produce ozone emissions during printing and contain no HAPs (hazardous air pollutants).

“Central places paramount importance on the environment. There are various projects driving sustainable change in natural resources and environment management under “Love the Earth” campaign. This includes the selection of media publishing companies with stringent commitment on environment. Central is grateful to Thumnaksilp Advertising, the only printing solution company providing recycled paper and environmental printing ink technology that well meets our demand and requirements”, said Piyawan Leelasompop, Executive Vice President for Marketing, Central Department Store (CDS)

The HP Environmental Excellence Award is a verification showcasing CDS continued commitment in the environment conservation policy to further reduce pollution and utilize more sustainable production materials in the future. “In Thailand, we have projects with leading department stores that are conscious of sustainability and printing in an environmentally friendly manner. Our recent addition of the HP Latex R2000 strengthens our competitive capacity. It also let to us being awarded a Sign and Display project for new industry standard work throughout the year. Customers are very satisfied with the quality of work we deliver with HP innovation which allows us to empower brands with world-class customer experiences,” said Satit Chaiyapattanaporn, Managing Director of Thumnaksilp Advertising Co., Ltd.

Sustainable Impact fuels innovation and growth, and creates a stronger and healthier company for the long-term. With a bold vision for what the future of printing can look like, HP starts with challenging the printing industry to transform and continuously innovate. “At HP, we pledge for print sustainability that aims to protect forests, reduce carbon emissions and use more recycled materials. Circular economies models help decouple economic growth and natural resource consumption while driving greater competitiveness. Transforming print sustainability is not only good for the planet – it’s good for business,” emphasized Neil Westhof.

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