

# Sustainability in Action:

STAR's Real World Path to Results.



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# Introduction: Embracing a Sustainable Future with STAR Exhibits

In today's rapidly evolving business landscape, sustainability is no longer just a buzzword—it's a commitment. At STAR, we believe that sustainability and innovation go hand in hand, driving not just business success but a positive impact on the planet.

Sustainability is a core value that influences every decision we make, from the materials we choose to the way we design and execute our projects. As the industry evolves, so too do our approaches, ensuring that we remain at the forefront of sustainable innovation.

This e-book explores how we're leading the charge in sustainable practices, combining our deep expertise in experiential marketing with a firm commitment to environmental stewardship.





# Chapter 1: Energy Efficiency - Lighting the Way Forward

Energy efficiency is often the first step toward a sustainable future, and at STAR, we've embraced this principle wholeheartedly. In 2023, we embarked on a major initiative to upgrade all our facilities to energy-efficient bulbs and ballasts. This move was driven not only by the desire to reduce operational costs but also by a deep commitment to reducing our environmental impact.

The results were immediate and significant. We achieved a

**44%** reduction in energy consumption

within just one year—a testament to the power of energy-efficient technologies. But the benefits extended beyond mere numbers. The upgraded lighting also improved the working environment for our teams, offering brighter, more durable solutions that enhanced productivity and morale.

“Durability favors sustainability. When we upgraded our facilities to energy-efficient bulbs, it wasn't just about cutting costs—it was about creating long-term, sustainable solutions that empower our clients with flexibility in their branding and

marketing. This initiative is a cornerstone of our commitment to sustainability, setting a new standard for how we operate.” — Dane Giles, Creative Director.

But energy efficiency isn't just about replacing light bulbs; it's about rethinking how we use energy in every aspect of our operations. For instance, we've implemented automated systems that optimize energy use based on real-time needs, ensuring that we're not wasting electricity during off-peak hours. This approach not only reduces our carbon footprint but also aligns with our broader goal of sustainability across the board.

Our energy efficiency initiatives also serve as a model for our clients, showing them how small changes can lead to substantial environmental and financial gains. For long-time client Emerson, this shift in energy strategy translated into more sustainable and flexible booth designs. By integrating energy-efficient lighting into their exhibits, we were able to reduce their carbon footprint while maintaining high-impact, visually compelling displays. The energy savings were significant, allowing Emerson to reallocate resources toward other sustainable initiatives within their organization.



# Chapter 2: Waste Reduction - A Circular Approach to Sustainability

Waste reduction is a critical pillar of STAR's sustainability strategy, and our efforts in this area have been both ambitious and impactful. We've recognized that the traditional linear model of production—where resources are used and then discarded—needs to be replaced by a more circular approach. This means designing out waste and keeping products and materials in use for as long as possible.

At STAR, we've partnered with recycling companies to ensure that all fabric scraps, misprints, and other materials are repurposed rather than ending up in landfills. This initiative is not just a box-ticking exercise; it's a fundamental shift in how we view waste. By seeing waste as a resource rather than a byproduct, we've been able to significantly reduce our environmental footprint.

“The transition to recycling all our fabric waste is a game-changer. Not only does it prevent materials from ending up in landfills, but it also sets a precedent for our industry to follow.”

***Our goal is to push the boundaries of what's possible in waste reduction, leading by example and encouraging others in the industry to adopt similar practices.***

**EJ Yates, Print Manager**

This commitment to waste reduction extends across all our locations. For instance, in our Minnesota facility, we've established a comprehensive recycling program that includes not just fabric scraps but also more rigid materials like PVC and acrylic. These materials, which were once considered difficult to recycle, are now being repurposed, further reducing our reliance on organic resources.



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But our efforts don't stop at recycling. We're also exploring innovative ways to reduce waste in the first place. This includes rethinking our production processes to minimize off-cuts and optimizing our supply chains to reduce the need for excess inventory. By focusing on waste reduction at every stage of the production process, we're not only minimizing our environmental impact but also driving efficiencies that benefit our clients.

Our partnership with Bemidji State University is a prime example of our commitment to waste reduction. By donating used kiosks and booth components for educational purposes, we give new life to materials that would otherwise be discarded. This initiative supports both sustainability and education, demonstrating how a circular approach can create value beyond the immediate financial benefits.

As we continue to refine our waste reduction strategies, our focus remains on creating a system where materials are continuously reused and repurposed, contributing to a more sustainable and resilient future.





# Chapter 3: Eco-Friendly Materials - Building a Greener Future

As a leader in experiential marketing, STAR understands the importance of the materials we use in our projects. That's why we've made a firm commitment to incorporating eco-friendly materials wherever possible, ensuring that our work not only meets the highest standards of quality but also supports a sustainable future.

Our shift to printing on recycled fabrics, such as those made from recycled plastic bottles, is a major step forward in our sustainability journey. These fabrics are now our standard offering, ensuring that every graphic we produce not only looks great but also contributes to a healthier planet. This move is part of a broader strategy to minimize our environmental impact by reducing our reliance on organic materials and promoting the use of recycled and recyclable products.

“Our commitment to using recycled fabrics, even paying a premium for proper disposal, is about being stewards of our environment—leading by example, even when no one is watching. This isn't just about meeting client expectations; it's about setting new industry standards for sustainability.” — Denise Winkler, VP of Operations.

Our efforts in this area extend beyond just the fabrics we use. We're also exploring new, eco-friendly substrates for our displays and booth components. This includes materials that are not only recyclable but also have a lower carbon footprint throughout their lifecycle. For example, we've begun incorporating biodegradable materials into our designs, which break down naturally without harming the environment.



The move toward eco-friendly materials is not without its challenges. Sourcing these materials can be more expensive and logistically complex than traditional options. However, we believe the long-term benefits far outweigh the initial costs. By investing in sustainable materials today, we're helping to build a more resilient and sustainable industry for the future.







# Chapter 4: Strategic Locations - Reducing Carbon Footprint with Proximity

In the world of experiential marketing, location is everything—not just for convenience, but also for sustainability. That’s why STAR has strategically expanded its operations to include a new facility in Las Vegas, a major hub for trade shows and events. This expansion is a key part of our strategy to reduce the environmental impact of staging shows by producing and storing exhibits closer to where they will be used.



By reducing the distance that exhibits and materials need to travel, we significantly lower the carbon emissions associated with transportation. This not only benefits the environment but also provides cost savings for our clients, who can now access high-quality exhibits without the added expense of long-distance shipping.

The Las Vegas facility also allows us to offer our Quick Ship kits—high-quality, customizable exhibits that can be rapidly deployed with minimal environmental impact. These kits are designed with sustainability in mind, using lightweight, durable materials that are easy to transport and assemble. By storing these kits locally, we reduce the need for long-haul transportation, further minimizing our carbon footprint.

“Quick Ship is not just about speed; it’s about sustainability. By designing these kits to be both quick to deploy and environmentally friendly, we’re helping clients achieve their goals with minimal environmental impact. This approach exemplifies how strategic location planning can enhance sustainability across the board.” — Dane Giles, Creative Director.



For a client needing rapid deployment of a booth in Las Vegas, our Quick Ship solution provided a high-quality, customizable exhibit with minimal environmental impact. By leveraging our local facilities, we ensured that the entire process—from design to deployment—was as green as possible. The client was not only pleased with the speed and quality of the service but also appreciated the significant reduction in their event’s environmental footprint.

Our strategic location planning doesn’t stop at Las Vegas. We’re continually exploring opportunities to expand our footprint in other key markets, always with an eye toward reducing the environmental impact of our operations. By producing and storing exhibits closer to where they will be used, we’re able to offer our clients more sustainable options while also improving the efficiency of our operations.





# Conclusion: STAR's Commitment to a Sustainable Future



At STAR, sustainability isn't just a strategy—it's a commitment woven into the fabric of everything we do. From energy-efficient lighting and waste reduction to the use of eco-friendly materials and strategic location planning, we are dedicated to leading by example. Our journey toward sustainability is ongoing, and we are constantly looking for new ways to innovate and improve.

As we continue to grow and evolve, our focus remains on delivering high-quality, sustainable solutions that not only meet our clients' needs but also contribute to a healthier, more sustainable world. We believe that by working together—clients, suppliers, and partners—we can create a future where sustainability is the norm, not the exception.



Sustainability in Action

# About STAR Group



STAR is an all-in-one experiential marketing agency that builds captivating spaces for exhibits, events, corporate interiors, and retail stores. From powerful strategy to head-turning creative to flawless execution, we move companies from branded experience to business results.

Learn more at [engagestar.com/sustainability](https://engagestar.com/sustainability)

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