

The future of Sustainable Signage.

**VISIONARY
Green**

An aerial photograph of a dense, lush green forest. The image is partially covered by a white semi-transparent overlay that features a dark green rectangular area. Inside this dark green area, the text "Zero waste signage." is written in a bold, sans-serif font. The word "Zero" is in a light green color, while "waste signage." is in white. The overall composition is clean and modern, emphasizing environmental sustainability.

**Zero waste
signage.**

**Australia, now
your signage
waste doesn't
need to end up
in landfill.**

Visionary Green is Australia's first comprehensive recycling program designed to combat printed self-adhesive vinyl waste. Visionary Green approved PVC-free materials can be collected at end-of-life and upcycled into Gboard, ensuring this signage waste never goes to landfill.

Gboard is a rigid composite building material made from post-consumer plastic waste, fibre waste and signage waste. Gboard is a low carbon alternative to plywood with multiple uses in the signage, retail display, exhibition and building industries. Gboard is the only timber alternative made entirely from waste and which at end-of-life can be recycled infinitely.

**zero
landfill
signage.**





Make your signage circular in **3 simple steps**:

Step 1

REPLACE

Step 2

RETURN

Step 3

RECYCLE

An aerial photograph of a dense, lush green forest. The trees are tightly packed, creating a vibrant green canopy. The image is split horizontally, with the top half being a lighter, semi-transparent version of the same forest scene. Centered over the darker, bottom half of the image is the text "Choose sustainability today...". The word "Choose" is in white, "sustainability" is in a bright green color, and "today..." is in white. The text is in a bold, sans-serif font.

Choose
sustainability
today...



Step 1

REPLACE

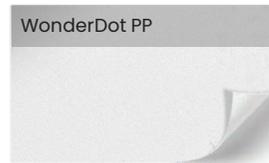


Switch to Visionary Green approved materials

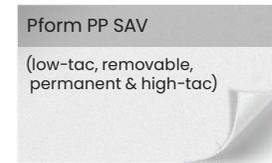
We've developed a new breed of PVC-free self-adhesive materials with quality and performance equal to that of PVC.

-  No compromise in quality.
-  High-performance.
-  We have a large range of over 12 different stocks.
-  Pricing is comparable to that of PVC.

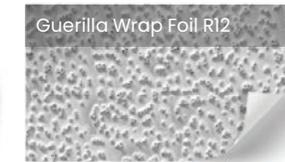
Window



Wall



Floor



Laminates



Step 2

RETURN





Return signage waste at **End-of-life**

We have a range of options for returning Visionary Green signage waste at end-of-life.



Small to medium projects

PP bags which can take up to 25kg.



Large projects

Onsite bins and collection available.

Returning your waste - become a VG Member

Why become a Visionary Green member?

Joining Visionary Green means taking responsibility for a sustainable future. We guide you through every step - from supplying the right materials to tracking and documenting your returns - ensuring a seamless and transparent process. Together we're creating a program you can proudly share with your customers.



Step 3

RECYCLE

Signage waste upcycled into Gboard



The process

We take **Visionary Green signage waste** at end-of-life, including release liner, and combine with everyday packaging waste then upcycle into a high-performance building material called Gboard. The patented process involves shredding, heating and compressing waste to create a board stronger and more durable than plywood.

Unlike timber alternatives at end-of-life Gboard can be manufactured into new boards so it never ends up in landfill. Proudly made in Sydney with plants soon to be constructed in Melbourne and Brisbane.

27kg
Each Gboard replaces treated plywood, saving 27 kg of carbon (EPD). For 100,000 boards, that totals 2,700 tonnes of carbon reduction.


Zero glues or chemicals.


Made from packaging & signage waste.


NATA impact certified for 9mm & 12mm hoarding panel.


100% recyclable after use.

Gboard

fast facts


The lowest carbon footprint hoarding on the market.


High Performance: Durable, moisture-resistant, and mould-resistant.


Zero manufacturing waste.


Strong acoustic properties.


Healthy & Safe: Zero VOC emissions and formaldehydes.

Every
Gboard
panel
produced

=

700

plastic bags

+

500

cartons

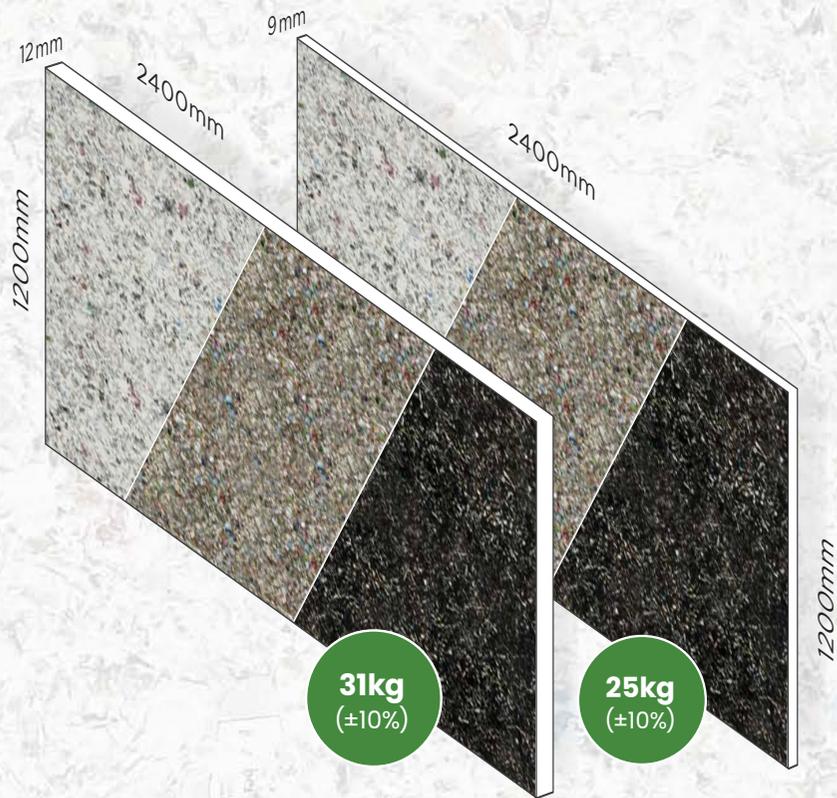
+

7kg

signage
waste

that
will
never
reach
landfill

Gboard the specs



Standard panel sizes & weights



White



Black



Colour variants



Core composition

Materials

Utilizes post-consumer waste, such as shopping bags and cardboard cartons, along with Visionary Green-approved PVC-free signage waste, including liners.

Manufacturing

No additives, glues, chemicals or adhesives; uses heat, pressure, and time for production.

Performance characteristics

Water resistance

ZERO water absorption – perfect for indoor or outdoor application.

Adhesives and chemicals

ZERO glues, ZERO chemicals, ZERO adhesives.

Emissions

ZERO VOC emissions, ZERO formaldehydes.

Manufacturing waste

ZERO manufacturing waste; off-cuts and rejects are reprocessed.

Carbon footprint

Lowest carbon footprint hoarding in the market.

Impact resistance

Comparable performance to plywood, OSB and particle board.

Acoustic capabilities

Strong acoustic capabilities.

Durability

Outdoors 3+ years.

Sustainability

Material upcycling

Transforms everyday packaging and signage waste into durable, high-performance building materials.

Recyclability

100% recyclable. All offcuts and end-of-life products are remanufactured into new boards.

Circular economy

Supports a circular economy by reusing hoarding & signage waste in new panel production.

sustainability
your choice
your way

.....
VISIONARY
Green

Sustainability made easy with **Visionary Green**

OPTION

1

Become a **VISIONARY**

Choose Visionary Green sustainable materials without committing to the full recycling program – an easy step toward a better future. If waste collection isn't feasible for your project, or your customers prioritise affordability, you can still switch to **Visionary Green sustainable materials** as a standalone option – offering a more eco-friendly alternative without the full program participation.

OPTION

2

Become a **VISIONARY Game-Changer**

Close the loop with Visionary Green. Joining the program unlocks a true circular signage solution, ensuring your signage waste is collected, upcycled into Gboard, and kept out of landfill.

Leading by example.

Perth's leading sign + print company Discus Print & Signage have introduced Gboard and Visionary Green signage materials to Karrinyup Shopping Centre to create a truly circular solution.

With construction underway on the new Sushi Hub kiosk at Karrinyup Shopping Centre, sixteen Gboard panels have been installed, creating a striking display that also delivers substantial environmental benefits by diverting 11,200 plastic bags, 8,000 cartons and 112 kilograms of signage waste from landfill.



Gboard installation without wrap.



Same installation with Gboard wrapped with Pform PP PVC-free SAV and Protect-PRO Laminate PVC-free.



As leaders in the print industry, we understand the importance of setting a high standard for environmental practices.

At Discus, our commitment to sustainability drives the innovations we bring to market. Gboard, along with Visionary Green PVC-free products, is a clear reflection of our dedication to sustainability. These products are designed not only to deliver exceptional performance but also to minimise environmental impact by supporting a circular economy and generating zero waste.

By investing in Gboard and the Visionary Green program, you are choosing a signage solution that prioritises both quality and the health of our planet. Together, we can drive positive change and advance towards a greener future..



*Steve Filear, General Manager
Discus Print & Signage*

Be a part of the **future.**



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