

Rock paper saves trees in award campaign

To promote its recently launched competition, The Architecture for Social Gain Awards, Saint-Gobain has used 'tree free' paper to promote awards.



{{IMAGE}}

The awards form part of its 350-year celebration activities, to recognise and reward talent in the design of spaces that promote learning and development.

As part of the strategy to promote the competition to architects and architecture students across South Africa, a 'Poster Entry Kit' was designed using strong graphic elements with a bold, fluorescent ink print, to attract attention and create maximum awareness. These posters are printed on paper that was made using no wood fibres, making it soft to the touch and flexible.

The paper is made from a combination of mineral powder and non-toxic resin to create an environmentally friendly paper called rock paper. The production requires no water, so the papermaking process sustains no water pollutants.

For more information, go to www.social-gain.co.za.

For more, visit: <https://www.bizcommunity.com>