

Green Line Ocean

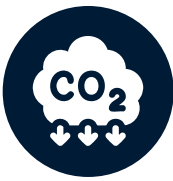
Giant Posters made of marine plastic

Green Media benefit for advertising clients



Performance plus sustainability

True to our motto „Big impact. Small footprint.“, brands can reach their target groups with our green media offering while minimising their ecological footprint at the same time.



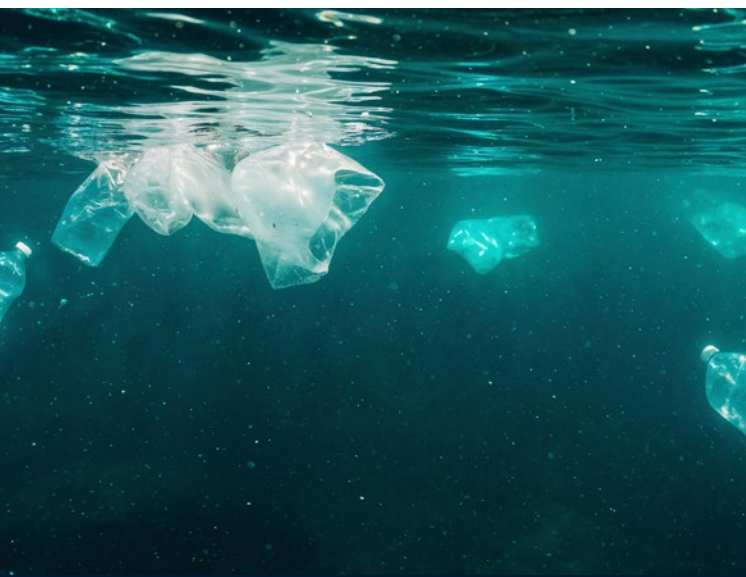
Offsetting media emissions

With our Green Line Ocean material, we reduce CO₂e emissions by 66% compared to our sustainable standard material. We offset the remaining emissions through a Gold Standard* solar energy project in India. In addition, we support large-scale regreening initiatives in Africa with JustdiggIt – for double climate protection with a measurable impact.



Verified climate benefit

Our offset emissions can be transparently verified. This makes us a responsible and reliable green media partner and supports advertising clients with sustainability reporting.



Together for a clean ocean!

Green Line Ocean is our most sustainable and innovative Giant Poster material on the German market. It consists of 100% recycled material, 10% of which is marine plastic. The material is backed by the SEAQUAL INITIATIVE, a global community that actively fights against marine litter. It brings together NGOs, fishermen, local communities, brands and recycling partners to collect plastic waste from oceans, rivers and beaches.

As part of the SEAQUAL INITIATIVE, the collected plastic waste is sorted, cleaned and processed into SEAQUAL® MARINE PLASTIC and SEAQUAL® YARN. SEAQUAL® YARN contains approx. 10% marine plastic and 90% recycled PET bottles from land sources. The Giant Posters made from SEAQUAL® YARN are produced in Germany. This ensures short transport routes and avoids emissions. Green Line Ocean saves 66% CO₂e emissions compared to our PVC-free standard material Green Line Tex and even 86% CO₂e emissions compared to PVC material. For a 100m² Giant Poster, approx.. 2kg of marine waste is collected and 920 PET bottles are recycled.

With our membership of the SEAQUAL INITIATIVE, we are committed to responsibility in the media industry and show how recycled marine plastic can be turned into eye-catching Giant Posters with real added value.

SEAQUAL
INITIATIVE

MADE WITH
SEAQUAL®
YARN



PVC-free

Our materials in Germany and the Benelux are PVC-free by default

Made from 100% recycled material

10% marine plastic
90% recycled PET bottles

66% less CO₂e emissions

compared to PVC-free standard material Green Line Tex

86% less CO₂e emissions

compared to PVC material (no longer used)

Acting sustainably. In line with the SDGs.

The SEQUAL INITIATIVE actively contributes to 2 of the 17 UN Sustainable Development Goals. The SDGs promote sustainable development in the environment, society and the economy by 2030. They serve blowUP media as a strategic framework for ecological responsibility, social impact and innovation along the entire value chain.

SUSTAINABLE
DEVELOPMENT
GOALS



blowUPmedia®

Big impact. Small footprint.

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*The Gold Standard, supported by the Swiss Gold Standard Foundation and co-founded by the World Wide Fund for Nature (WWF), is one of the strictest and most recognised certification systems in the world. It ensures that climate compensation projects are measurable, additional, permanent and socially and ecologically sustainable.

CO₂e calculations by natureOffice. Since 2007, natureOffice has been helping companies to record their greenhouse gas emissions transparently and to implement effective environmental measures – using tested methods and certified standards.

As a subsidiary of the Ströer Group, we are subject to the reporting obligation under the EU Corporate Sustainability Reporting Directive (CSRD). Our sustain-