



Verified CO2 Reduction When Switching from Magnetic PVC Film to MagScience Super Films

Scope 3 Carbon Reduction for Magnetic Print Applications

MagScience Super Films – EPD-IES-0028091:001

Digital Magnetics® Magnetic PVC Films – EPD-IES-0005761:001

Standards: ISO 14025:2006 | EN 15804+A2

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Executive Summary

Based on third-party verified Environmental Product Declarations, switching to MagScience Super Films results in cradle-to-grave CO2 reductions ranging from 27% to 36% depending on grade.

Why This Matters

Magnetic print media contributes directly to Scope 3 Category 1 emissions. Selecting lower-carbon substrates enables measurable embodied carbon reduction without workflow change.

How to Use This Data in ESG Reporting

EPD-based Product Carbon Footprint values can support sustainability reporting and procurement decisions:

- **Scope 3 Category 1:** Supports upstream emissions transparency.
- **Embodied Carbon Disclosure:** Multiply kg CO₂ per m² by installed area.
- **Tender Documentation:** Use verified EPD data in sustainability-weighted tenders.
- **Carbon Reduction Targets:** Aligns with supplier decarbonisation roadmaps.

Retail Campaign Example (250 stores - 4 seasonal changes - 10 m² per store)

Scenario A: Magnetic PVC Film 500 → MagScience 350

Reduction per m²: 1.17 kg CO₂ (33.4%)

Per store: 11.68 kg per campaign · 46.72 kg per year

Chain total: 2,920 kg per campaign · 11,680 kg per year

Scenario B: Magnetic PVC Film 600 → MagScience 400

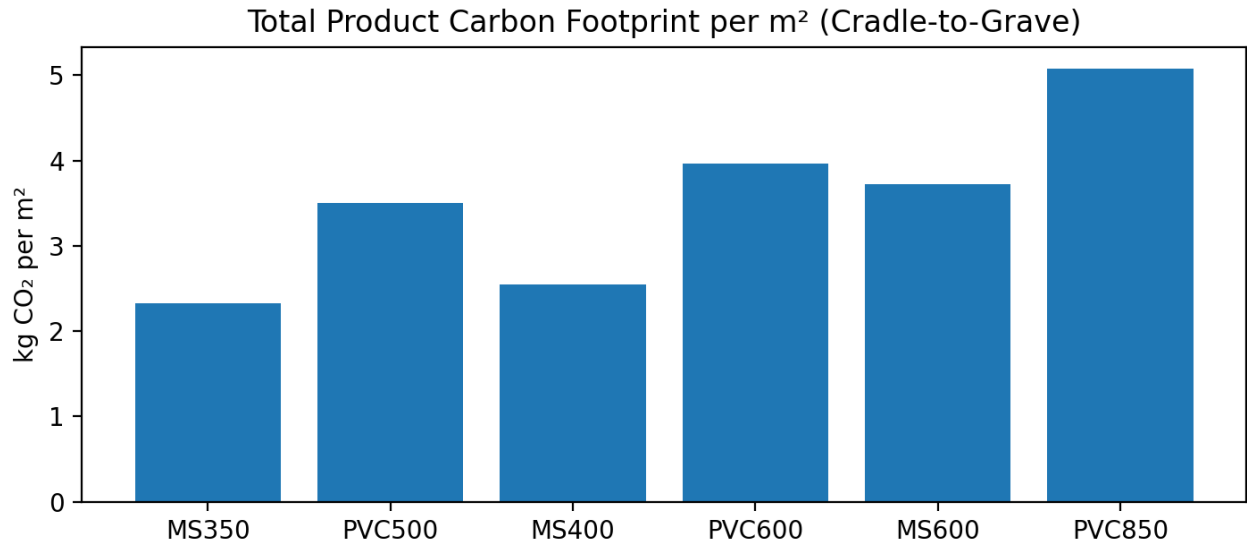
Reduction per m²: 1.41 kg CO₂ (35.6%)

Per store: 14.10 kg per campaign · 56.40 kg per year

Chain total: 3,525 kg per campaign · 14,100 kg per year

Side-by-Side PCF Comparison

Switch scenario	Magnetic PVC Film (kg CO ₂ /m ²)	MagScience (kg CO ₂ /m ²)	Reduction (%)
PVC500 → MS350	3.50	2.332	-33.4%
PVC600 → MS400	3.96	2.55	-35.6%
PVC850 → MS600	5.08	3.72	-26.8%



Sources & Methodology

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All values are taken directly from verified Environmental Product Declarations. Percent reduction calculated relative to Magnetic PVC Film baseline.