



Sustainable Signage Materials Shrink Kohl's® Carbon Footprint

Results

The combination of ACM and Recrylic dramatically improved the sustainability of Kohl's in-store signage.

Challenge

Kohl's, one of the world's top discount retailers, needed to update the athletic apparel signage in its stores. Previous signs were made from traditional raw materials and were very heavy to handle and install. The signs also failed to utilize recycled materials and were difficult to recycle afterward. Kohl's wanted its new signage to be constructed of lighter-weight materials that advanced the company's sustainability goals.

Solution

After considering these requirements, the Recrylic® team recommended a solution that paired aluminum composite material (ACM) for the sign frames with Recrylic for the manufacturer logos.

- ACM features a recycled core, making it more sustainable than other frame materials. It's also lighter weight, which enabled Kohl's store employees to install the frames and eliminated the cost of third-party installers.
- Recrylic – the world's only certified recycled acrylic – was used for push-through illuminated logos. It was also used for custom-built light-guide panels that distributed light evenly throughout the signs.
- Energy-efficient LEDs were incorporated to provide maintenance-free lighting with minimal electricity use.
- Rather than print lengthy installation instructions, the team provided a one-page sheet with QR codes linking directly to online instructions and videos – further reducing the project's carbon footprint.



BRAND AWARENESS

Recrylic produced more than 2,200 signs with different versions for Under Armour®, adidas® and Nike®.



CARBON FOOTPRINT

Using Recrylic instead of virgin acrylic reduced fossil fuel use by 90%, eliminating 144 tons of CO₂ emissions.



CIRCULAR ECONOMY

The new Recrylic signs are both 100% recycled and recyclable, creating a sustainable raw materials life cycle.