

Phantom Billstickers and the Carbon Economy



We think every person and every organisation in the 21st century needs to work out where they stand on climate change and the carbon impact of their activities.

Our Approach

When Phantom began pasting posters on urban walls in the early 1980s, our business was basically organic by default. We were a guerrilla operation of late-night billstickers using glue made of flour and water.

That's all changed. These days, our carbon approach is built around two drivers: **Measure** and **Reduce**. We are committed to understanding the precise impact of our operations so we can take comprehensive and targeted action to minimise their impact.

Our Goal

Phantom Billstickers is currently a **carbon zero** company.

We're committed to reducing our carbon footprint.

Here are the tools we're using.



The First OOH Provider Certified Carbon Zero

Mitigation starts with measurement. So in 2022 we completed an independent audit through . This scrutinised every aspect of our operations, from the materials in our supply chain to the power bills from our buildings.

Toitū provided concrete recommendations and pointed to science-based tools we could use to reduce net carbon. [Read the report.](#)

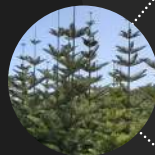
As a result, Phantom became the first outdoor media company in New Zealand to achieve carbon zero status.



Here are some of the initiatives we've taken to reduce the environmental impact of our operations

100% Stock From Sustainable Forests

With **6,500** poster frames to fill every week, Phantom is one of New Zealand's largest printers. So we guarantee that all our posters will be printed on paper sourced from sustainably managed plantations. All paper stock is recycled.



Environmentally Friendly Glues and Inks

Phantom uses [Greenguard](#) certified products with no harmful chemicals or solvents. Our inks and glues are plant-based.



Frames from Sustainable Pine

Our poster frames are made from pine sourced from New Zealand plantation forests.



Offsetting Emissions Against Globally Recognised Schemes

The carbon emissions identified in the Toitū audit have been offset against the Amayo Phase II wind power project in Nicaragua. Going forward, we'll continue to offset our emissions against other [International Fairtrade Gold Standard](#) projects approved by Toitū.



Recyclable Billboard Skins

While we don't use a lot of vinyl, any Phantom billboard skins are printed on fully recyclable material that's designed to enjoy a second life as fence posts, bollards, benches and other useful assets.



Zero Use of Corflute

Corflute is a plastic derived from hydrocarbons that is hard to recycle. In practice, it breaks down under UV light and ends up as microplastics that permeate the environment. Phantom Billstickers does not use corflute in its operations.



Electrifying Our Fleet

We are progressively updating our fleet with EVs. The first vans added to our fleet will save over 11 tonnes of carbon.



Business As Usual

Street posters start ahead of the game.

They require no electricity to power their message. They work throughout the week, with zero additional inputs. They don't need servers in the background to shuffle their pixels, select their audiences and remake their messages on millions of individual, energy-consuming devices.

But that's just the start. We need to do better. So we're moving on from carbon-neutral to carbon-negative.

We invite your scrutiny and we're always available to answer your questions.