

## *The EcoDisc – a format that changes the face of DVD Production*

The EcoDisc is set to change the face of DVD Production, halving the use of raw materials and reducing the Carbon Footprint of DVD production by 52%.

Software Logistics is pleased to announce the launch of EcoDisc as a commercially viable and more eco-friendly alternative to a regular DVD to tackle the environmental concerns posed by disc manufacture.

The EcoDisc successfully challenges these concerns, as it is 100% recyclable. The disc is half the thickness of a regular DVD and uses no harmful bonding resins and 50% less polycarbonate. The carbon foot-print is reduced both in manufacturing and distribution as EcoDisc's reduced thickness and weight means that packaging and transport are minimised: twice as many EcoDiscs fit into a 40 ton lorry as standard DVDs.

Whilst EcoDisc is an alternative to a regular DVD it offers the same expected sound and picture quality. In fact it offers everything you expect, only 'greener':

- *Playable in all normal DVD players and standard PC drives*
- *52% less carbon footprint*
- *4.7 GB memory capacity, same as standard DVD-5*
- *DVD-Video & DVD-ROM formats capability*
- *Flexible and does not break easily*
- *50% thinner than DVD 5 (only 0.6mm)*
- *50% lighter than DVD 5 (only 8 grams)*
- *Printable up to centre-hole*
- *Fits into most standard packaging formats*

Software Logistics is one of the UK's leading suppliers of Digital Media solutions producing millions of CDs and DVDs for promotional and marketing purposes for customers.

Software Logistics offer turnkey solutions for marketers who want to embrace the benefits of using Digital Media such as CDs and DVDs as part of their sales promotion and marketing mix. Software Logistics offers advice from content development through to the actual print and packaging of the disc as well as fulfilment and distribution.

Call us now on 01494 45 55 65 for more info or a test production.

