

GENESIS

MANNEQUINS



GREENBOOK

SERVICE & SUSTAINABILITY

**INNOVATIVE DESIGN
CAN, OF COURSE, BE
PRODUCED ECOLOGICALLY
AND SUSTAINABLY**



GENESIS 2011

OUR PHILOSOPHY



WE BELIEVE IN A BETTER WORLD,
WE DO SOMETHING ABOUT IT.

As one of the world's largest manufacturers of shop window mannequins, we are proud to solely produce "green" mannequins that contain the largest possible percentage of organic material. We place the highest value on sustainable raw materials for our production; we employ ecological energy production, and low-emission transport routes, as well as professional recycling.

In collaboration with German, American, Chinese and Taiwanese universities, our research and development department continuously work on making materials and methods for mannequin production even more sustainable.

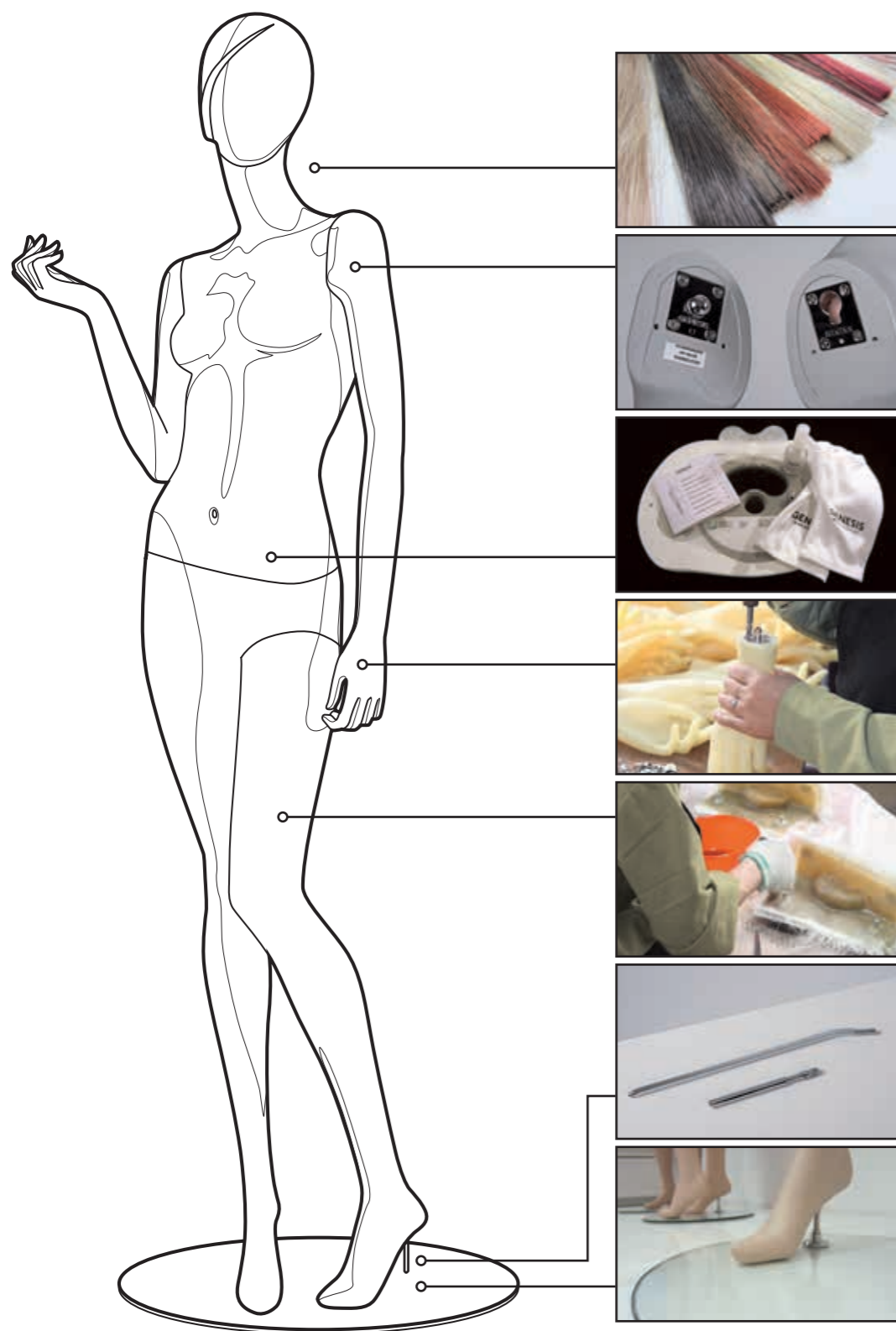
We take responsibility not only for the environment, but also for our staff. We adhere to a strict Code of Conduct and create, worldwide, a work environment which corresponds to the expectations and the understanding of a sophisticated and modern society. Needless to say, we are members of Sedex.



OUR ANSWERS



TO THE MOST IMPORTANT QUESTIONS REGARDING
ENVIRONMENTALLY FRIENDLY PRODUCTION.
FOR A FASHION WORLD WITH MORE SUSTAINABILITY.



WHAT IS REALLY BEHIND A SHOP WINDOW MANNEQUIN?

The main component of a Genesis mannequin is glass fiber reinforced polyester ("FRP"). We only use FRP that has a wax layer around each glass fiber. This prevents harmful particles releasing into the air during processing.

Here we use the largest percentage of organic material by replacing 47% of the polyester with bio-resin. Unlike petroleum-based resins, bio-resin does not contain any petroleum. A natural fermentation process that requires 38% less energy and produces 42% less greenhouse gases generates it.

Additionally it makes the mannequins lighter in weight, but also more resilient and more durable. And just in case you do have to mend something; for smaller repairs or damages to the finish, each mannequin includes our, patent pending, GENESIS Tool Box.

For our mannequin hands, our research laboratory developed a non-toxic poly-vinyl chloride (PVC). It is flexible and break-resistant and was classified as toxically harmless by the independent SGS test laboratory. If requested, the PVC hands can be replaced with bio-resin hands with reinforced fingers.

The fittings, i.e. the devices which fasten the arms and legs to the mannequin consist of chromed steel and are adjustable.

Our foot and calf fittings are made of chromed steel. The base for the mannequin is made of polished safety glass. In case of a breakage this glass disintegrates into many small, not sharp-edged particles.

All wigs are made from Kanekalon fibers. This artificial fiber is very similar to human hair; therefore our wigs can be shampooed, dried and styled like natural hair.

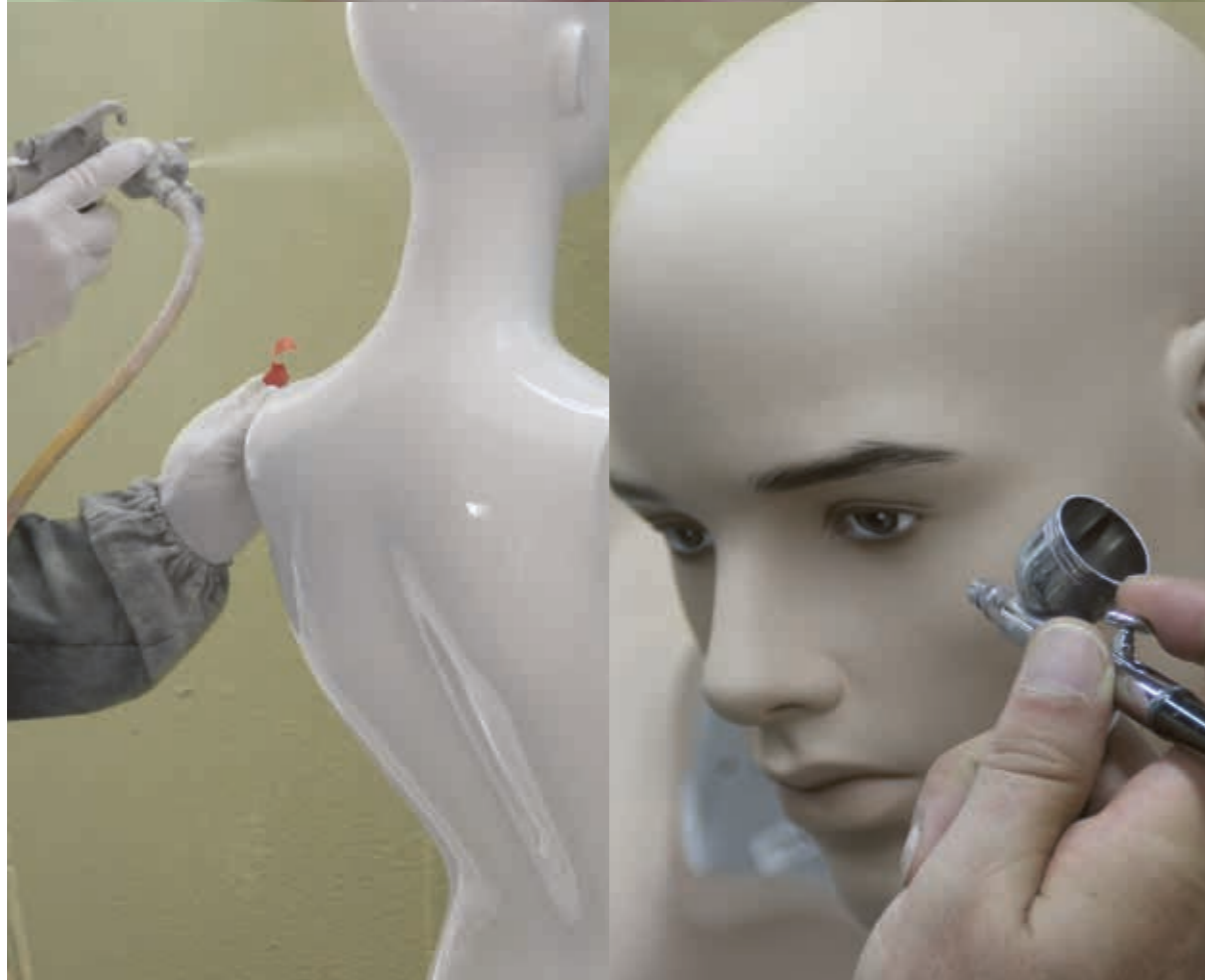
WHERE DO OUR RAW MATERIALS COME FROM?

We produce with raw materials from Taiwan, Australia and China, partly for quality-related reasons. To guarantee our high quality requirements we buy materials from countries like Australia where particularly strict standards are adhered to.

WHERE DOES THE ODOR COME FROM? ARE THE EVAPORATIONS HARMFUL?

When you remove your new mannequin from the box for the first time, you may notice a slight odor. This comes from the paints with which the mannequin was varnished shortly before packing. It is absolutely harmless. We only use solvent-free paints. The odor will evaporate after a short period of time.





WHICH PAINTS ARE USED TO COLOR THE MANNEQUINS?

For coloring our mannequins, we use non-toxic dispersion paint. As these paints are water-based, they contain hardly any solvents and do not present any health risk. For fine details like eyebrows or lips we use oil paint as used by painters, so that these details are made particularly realistic. Our make-up artists apply them by hand with a paint brush, so every mannequin is unique.

Paints and varnishes are checked by spectrometers to avoid differences in color.

Our production site in Asia is equipped according to European safety and environmental standards. Although the dispersion paints are safe, all of our staff working in the spray booth wears protective masks; the most modern exhaust systems filter any airborne particles out of the air and convey them straight into a collection vessel. Disposal of left-over paint is carried out under strict controls and according to European standards.

WHAT IS NANO PROTECTION?

The Nano protection is a transparent protective finish consisting of minute ceramic particles; it can be applied to any mannequin. This coating protects from dirt or scratches and is easy to clean. The mannequin will become more durable which is also an important contribution to the environment.

WHAT ABOUT THE WORKING CONDITIONS AT THE PRODUCTION SITE?

Our production factory in Asia is equipped according to the latest European standards. Along with exhaust and filter systems for abrasive dust and paint particles, professional waste disposal and recycling are standard. Solar plants on the factory building generate enough energy to provide the entire company and the surrounding apartment blocks with warm water. Additionally to staff housing we have built recreational parks, playgrounds and sports grounds, and provide childcare for our staff.

HOW IS A MANNEQUIN DISPOSED OF?

If a mannequin is so badly damaged that a restoration is no longer viable, we'll take it back and dispose of it properly. This means, we'll dismantle it and dispose of the individual parts. The metal fittings are melted down. The safety glass base is transferred to the general waste cycle.

The mannequin's body is shredded and used as fire accelerant in high-temperature incinerators thus saving fossil fuels. The heat generated by this is used as general heating and to generate power.





AND WHEN THE MANNEQUIN IS READY?

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CONSISTENTLY GREEN:
PACKAGING, TRANSPORT AND SERVICE TOOLS.

Your mannequin will be packed carefully for transport to ensure that it arrives in mint condition. The pieces of foam which you will find in the box are left over products from another factory. We save packaging material by re-using these leftovers. This protects the environment and has a positive impact on the price.

Of course all our mannequins are shipped only in certified recycled cardboard boxes. After use they can be disposed of with waste paper.

Every mannequin is delivered with a service box which among others contains a special cleaning sponge and a small bottle of touch-up paint. During the day-to-day handling of mannequins many visual merchandisers face the problem that the tools disappear after the initial assembly. To avoid this problem, Genesis has developed a practical-oriented solution: Our GENESIS Tool Box – for which we successfully applied for a patent – is fitted in the mannequin's hip plate. This way all service tools remain where they are needed and are always ready to hand.

With these tools you can clean the mannequin or touch up small scratches or damages – and in this way contribute to the environmental protection – because with the right care you avoid costly repairs and transportation associated with these.

SERVICE



Worldwide partners



International showrooms



Consistent quality: one mold is used for only a limited number of production cycles



Quality guaranteed due to a multi-level quality control system



Upper and lower bodies can be ordered separately



Nano protection against scratches and dirt (optional)



Assembly instructions in several languages



Possibility to rent or hire-purchase (except USA)



2 years warranty for all mannequins



10 years sales guaranty for spare parts

CUSTOMIZING

Advice with regard to your own designs

Customer support with regard to implementation of your CI at the POS and in the shop window

Design proposals by the creative department and the sculptors

Advice on finishes

Commercial profitability calculation

Product labelling according to customer requests

Global distribution network

CERTIFICATES

Non-toxic PVC (certified by international test laboratory SGS, China)

Recyclable cardboard boxes (certified by BAEL, China)

Bio resin in the Polyester (certified by Iowa State University, USA)

Non-toxic water-based colors (certified by TÜV Rheinland)



OUR HEAD OFFICE

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PLEASE CONTACT US
IF YOU HAVE ANY FURTHER QUESTIONS.
WE ARE HAPPY TO HELP WITH ANY QUERIES.

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