

defEYE™ productions

environmental specifications

defEYE™ GREEN. Reduce, reuse, recycle is the mantra of the environmental movement, and it's no wonder that United Visual Arts LLC takes all three to heart: founder Ben Goldman is a long-time environmental expert, author, and activist. Dr. Goldman is a former advisor to the United States Environmental Protection Agency and a former member of the President's Council on Sustainable Development. His environmental books include *Sustainable America* (U.S. Department of Economic Development), *The Truth About Where You Live* (Random House), and many others.

REDUCE. All of our product components are manufactured locally (either in the New York metro area or elsewhere in the USA), so there is minimal energy use from transportation. All of our production processes are tightly engineered for zero waste of raw materials. All of our products are archival, designed to last over 100 years. And our internet provider is a carbon neutral green host.



REUSE. defEYE™ frames and collector kits are made specifically for reuse. They are intended to be reused over and over again with different works of art. That's why we've made it easy to swap the work you display in the frame and store the rest of your collection in our archival boxes. Our inflated art savers can be deflated and re-inflated with a simple drinking straw, and reused for shipping or carrying purposes.

RECYCLE. Due to the extreme optical clarity required for visual art, our primary framing and packaging components are made from the highest-quality virgin plastics. But every component is fully recyclable if disposal is necessary. The print and certificate papers are 100% cotton rag, an entirely renewable (and recyclable) resource.

Collectible is the opposite of disposable!

And, of course, we're not just **GREEN**—
our specialty is vibrant colors of all hues!