PISTACHIO PRODUCTIONS
PRESENTS

A SUSTAINABLE PACKAGE



Deepgrooves Vinyl Pressing Plant

INTRODUCTION

in February Pistachio Productions started working on the project for Deepgrooves, a project with the aim of creating a media product that promotes the sustainable qualities of the company.

Deepgrooves is a vinyl pressing company that intends to be as environmentally friendly as possible on every phase of the vinyl making process. For this project, we kept in mind that it should be focussed on the long term and Pistachio Production was given full creative freedom for this project.



Over the last 8 weeks, we put effort into finding the right solutions to our assignment by researching sustainability, processes within the company and sustainable marketing. Sadly our process got influenced by the current Corvid-19 crisis, which is why we were not able to finalise our main product, a video, the way we intended to at the beginning of the process. We did, however, work hard on mockups to visualise the idea properly next to the other elements of the Sustainable Package.

The sustainable package contains different elements that can be divided into three main parts, Promotion, Merchandise and Company Culture. These different elements are linked to the concept of sustainability where three main values, namely environmental, economic and social values are defined. The values are interconnected and depend on one another to implement sustainability, just like the different products included in the sustainable package. In the following, the different aspects of the sustainable package will be elaborated and visualised.

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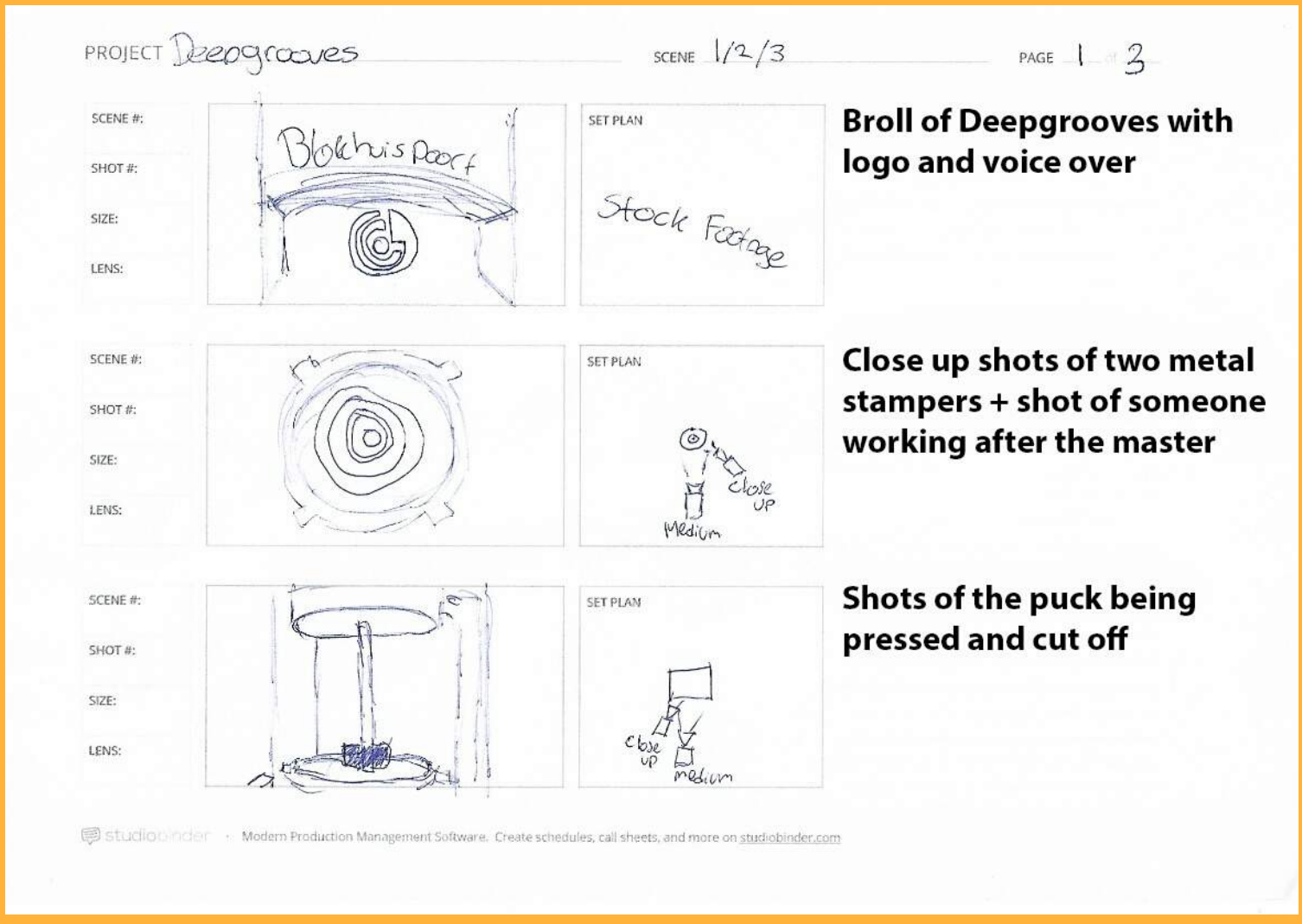
PART 1

PROMOTION

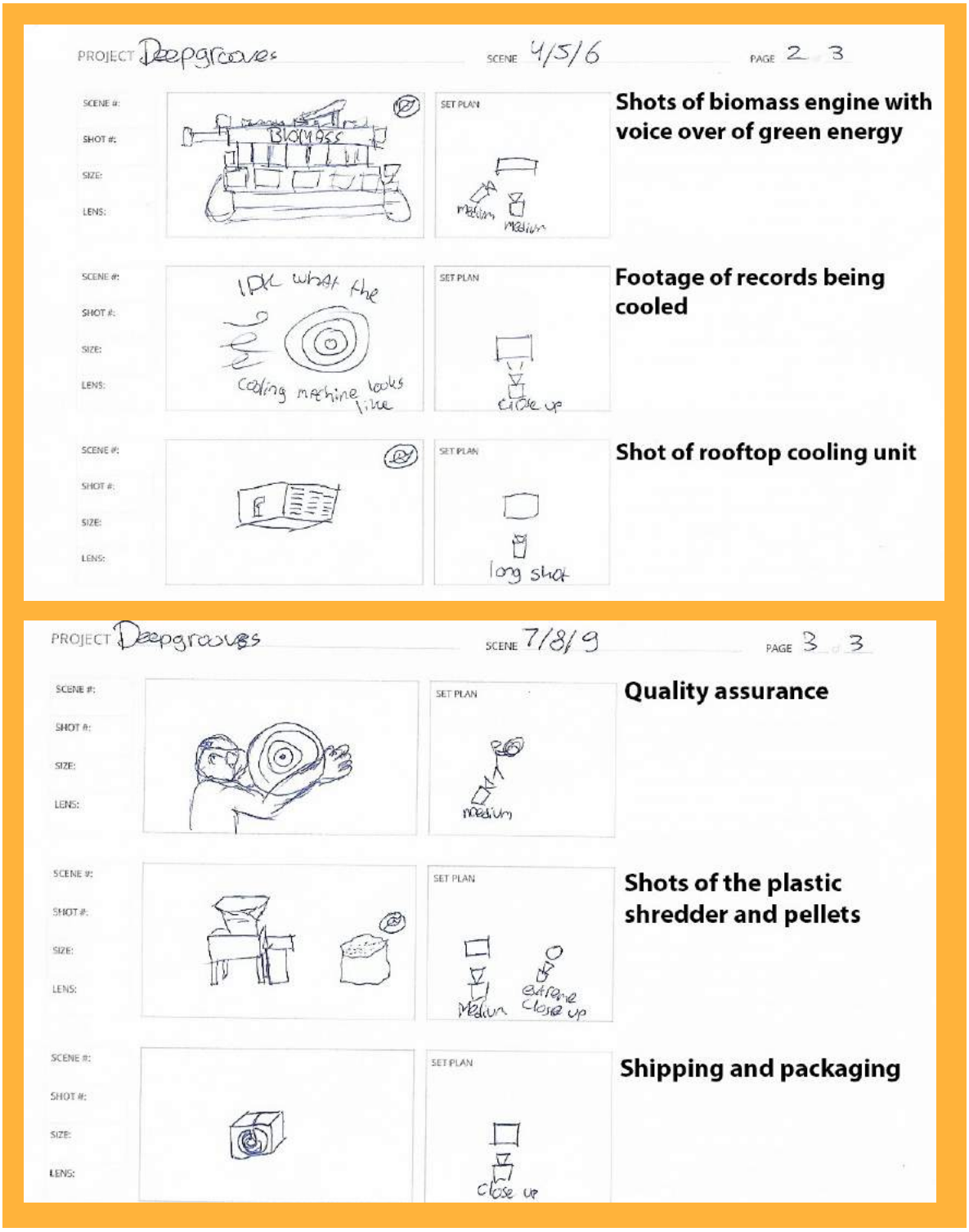
Social Value - "For the People"

VIDEO STORYBOARD

The video aims to show what Deepgrooves offers to its customers and how they differ from the competition. They key point is to show an easily digestible version of their production cycle and how their ways of generating energy is green and sustainable. The video should be professionally shot and simple to understand for the average person. Driving the point about sustainability home is the most important part of the video.



VIDEO STORYBOARD



VIDEO SCRIPT

- - - FADE IN - - -

B-Roll footage of the Blokhuispoort and entering the vinyl pressing plant (15 seconds)

Voice over: “This is Deepgrooves, a 100% green vinyl pressing plant located in a refurbished prison in Leeuwarden, The Netherlands. Today we will show you how Deepgrooves works and how they are innovating the record pressing scene."

***footage of someone working on a computer (5 seconds)** “After the music is fully produced and mastered, Deepgrooves prints the music on their vinyls.

***footage of electroplating (10 seconds)** “The first step is to create two metal stampers of the masters that will be used to press the A and B side of the record."

***footage of pressing (20 seconds)**“Afterwards, a vinyl puck gets placed into the pressing machine and the two stampers are pushed into it in order to create a record. All of these machines at Deepgrooves are powered by a 100% green biomass engine that does not emit any CO2"

***footage of trimming and cooling (20 seconds)** “After coming out of the hot oven, the records are trimmed, to get rid of any excess vinyl and then cooled so they stay solid. The cooler at Deepgrooves is powered by a rooftop dry cooler that uses completely natural air to cool the records."

***footage of QA and packaging (10 seconds)** “After they’re done, records are randomly selected for quality control and are then packaged to get ready for shipping."

***footage of pellets and shredder (10 seconds)** “Records that didn’t pass the quality control and leftover vinyl is shredded up, using a plastic shredder and later re-used to make new vinyls."

***more b roll of the company (20 seconds)** “And there you have it, a completely 100% green and sustainable way to produce your vinyl records. If you are interested in contacting Deepgrooves, please do so via the website or this email address. Deepgrooves, we don’t greenwash, we are green."

- - - FADE OUT - - -

FLYER

The aim of the flyer is to create a small overview that shows how Deepgrooves' implements sustainability in their processes. These flyers can then be handed out at meetings or conferences.



The flyer provides clear and digestible information that underlines the different aspects of sustainability implemented on each level of production. Additionally it would be of benefit to print the flyer on recycled paper or something similarly sustainable.

EXAMPLE OF A PRINTED ROUND FLYER





PART 2

MERCHANDISE

Economic Value - "For the Profit"

GUITAR PICKS

WHY GUITAR PICKS?

In order to create a more sustainable way for Deepgrooves to get rid of their mis-pressed vinyl would be to make guitar picks out of them. A mis-press can occur when the vinyl doesn't have the right temperature before pressing.

THE PROCESS OF MAKING THE PROTOTYPE






PRODUCTION TO A BIGGER SCALE

To take the production of the guitar picks to the next level they should be pressed out, preferably when the vinyl is still a bit warm. It is possible to create 53 guitar picks out of 1 vinyl record.




MERCH MOCK UPS

WHAT IS INCLUDED?

To have a fully sustainable package, we decided to generate some ideas for the merchandising part that can either help to develop the company's working environment and promote the company itself during some networking events. Useful things such as mugs, paper cups, and hoodies will be given to all the DeepGrooves' staff to use, and the rest will be sold online or given out to other clients as gifts, in order to promote the company.













PART 3

COMPANY CULTURE

Environmental Value - "For the Planet"

COMPANY CULTURE PLAN

Through the different meetings with Reuben from Deepgrooves, it has come to our attention that even though the company itself and its process are sustainable, the individual employees themselves are not as eco-friendly as they'd like to be. This is where the Company Culture Plan comes in.

In order to include a more sustainable living within the company culture, employees will need to follow a set of recommendations or ideas, that would help Deepgrooves achieve it. This culture plan will be printed and place in the office, as well as sent to each employee by email. The idea is to implement the sustainable factor on all levels of the company which can also be shared toward customers on Deepgrooves social media pages.

WHEN POSSIBLE, USE LESS PAPER

Whenever possible, avoid printing or using paper for the work. Most things are possible online, such as taking notes, sketching etc.

RECYCLE

The implementation of various recycle bins in the office will boost sustainability and make it easier for employees as well. Simply separating paper from everything else is already a big step, as the office does have a lot of scraps. Encourage employees to take part by putting up signs to make it habit.
Contact: Omrin Leeuwarden

LIGHTS OUT

If enough sunlight is coming through the office, turn off the lights to save energy. Switching to LED lights are also longer lasting and use up less energy. Turn off monitors Instead of putting computers in sleep mode or screensaver, turn them off completely as it is much more efficient.

REUSABLE CUPS AND BOTTLES

Instead of using new cups for coffee every time, or buying plastic water bottles, having a mug (with Deepgrooves' logo) or a reusable bottle will definitely increase sustainability around the office. Dedicate a mug to each employee! Not only will it decrease waste, it is also cool Deepgrooves merchandise that can be seen by others when leaving the office or using it outside the office.

LIMIT HEATING/COOLING SYSTEM

During the cold months, make it a habit to turn off heating in the working areas when office hours are closed. Or install a central automatic system that will do it for you.

During the warmer months, opening doors and windows early morning or at night will let cool air in. At the hottest time of the day, be sure to keep them closed and to have the blinds semi down so that the counters and floors don't store heat inside.

PRODUCTION WASTE MANAGEMENT

Team up with local businesses located in Leeuwarden to give your waste a new life. For example, "Sir Iron" upcycling shop and "A Fish and Sea" atelier on Voorstreek 48, 8911 JR Leeuwarden.

https://www.facebook.com/artelierafishandsea/
https://www.facebook.com/sirironupcycling/

Sell PVC waste to Friesland PVC company.
http://www.frieslandpvc.nl/

Creating concrete bricks with puck waste for expanding company space such as a future merchandise shop, or decorations. Creating concrete bricks with puck waste for expanding company space such as a future merchandise shop, or decorations. A research conducted by C. Aciu, et al. for Procedia Manufacturing 22 (2018) 274-279 – explains in detail how PVC can be used for making wall bricks.

COMPANY CULTURE POSTER



Link for printing/editing the poster:
https://www.canva.com/design/DAD4Ua3kSZY/b4PCmA14QUgVcg1V4AvNoA/view?utm_content=DAD4Ua3kSZY&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

BIN POSTERS

These posters are intended for the company to help its employees seperate the every-day trash that is made within theworking spaces.



POST SAMPLE

The images below are an example Deepgrooves may choose to share their sustainable aspects to the audience on social media.

INSTAGRAM CAROUSEL

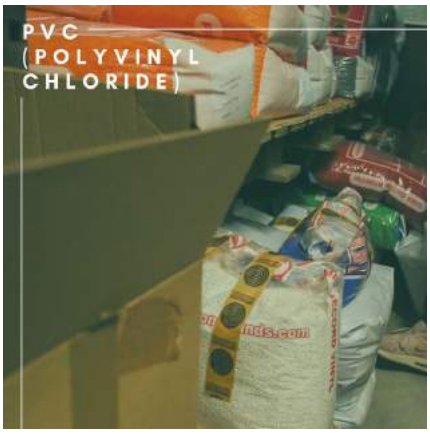
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CONCLUSION

This "Sustainable Package" specifically tailored to Deepgrooves encapsulates the three aspects of sustainability. As mentioned previously, those are the social value, the conomic value and the environmental value. The promotional elements complete the social value as it offers customers and viewers information. The merchandising covers the economic value as it generates income for Deepgrooves. Finally, the company culture plan serves the environmental value as it increases sustainable living amongst the employees.



Pistachio Productions' aim was to provide Deepgrooves with a product that would allow them to move forward in different directions and in different aspects. Pistachio Productions' believes tthat this Sustainable Package does that and hopefully Deepgrooves does too.

BE GREEN,
BE SUSTAINABLE,
BE DEEPGROOVES.

