

Office partitioning expert, Optima Products launches new environmentally friendly USB version of its Designer's Guide



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In line with Optima Products' corporate responsibility and environmental awareness policies, the innovative glass partitions company has come up with a new, eco-friendly way of getting vital information to its clients.



LONDON, UK- Optima Products is now using an ingenious and eco-friendly alternative to the heavy paper version of their Designer's Guide.

The Designer's Guide contains in-depth information on office partitioning and other architectural and construction issues spread out over 100 pages of A4. In previous years Optima Products printed in excess of 1000 copies of the Designer's Guide for its glass partition customers and associates. To bring the production of this year's Designer's Guide in line with the glass partition company's energy efficiency and waste minimisation policies, Optima Products will be providing this fantastic portfolio of information on a small and stylish USB storage device.

This new system will save thousands upon thousands of sheets of paper, not to mention large envelopes, as well as cutting down on the huge postage costs that come with sending out bulky paper packages. This, in turn, cuts down on the amount of fuel used for delivery of the Guides, reducing Optima Products' overall carbon footprint.

Shaped to resemble a capsule pill, the new USB format Guide will help thousands of Optima Products clients by 'taking the pain out of detailing.' It includes:

- The full Designer's Guide
- 3D interactive Explore-a-Product technical specifications
- Detailed CAD drawings (.dwg files) for designers and architects
- Optima's Project Photo Galleries
- 3D animations of the Deflection head and Nebula joint solutions
- In-depth case studies of Optima's latest projects
- Links to Optima's highly popular Optiman game

The new USB format Designer's Guide is the latest in a long line of ingenious ideas from the glass partitions specialist to curtail the environmental impact of Optima Products business activities.

Managing Director, Nigel Westray said, "Our products are installed in the offices of some of the most prestigious companies in the UK, companies who are totally committed to Environmental Management, and it is only right that we meet or exceed their standards of environmental best practice".

Optima Systems' environmentally ethical practices recently earned the company ISO14001 accreditation for its Environmental Management System and the glass partition company has also drawn up plans to make further emissions reductions across all sectors.

Paper copies of the Designer's Guide will still be available this year by request; however Optima Products aims to faze them out entirely over the coming years.

To find out more about Optima's eco friendly glass partition systems and services or to learn more about the Designer's Guide, please visit: : <http://www.optimasystems.com/>.

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