

BLUESHAPE Introduction

Sustainability means operating in such a way to minimize or eliminate damage to the environment as a part of being a responsible corporate citizen. [The BLUESHAPE](#) family is doing what we can to enable our children and the generations to come to have breathable air, drinkable water and edible food.

In 2020, the film and broadcast industry in Europe moved the conversations about sustainable production to the forefront. Several initiatives called attention to environmental waste and damage within the industry.

In June of 2021, BLUESHAPE took a major step in minimizing its carbon footprint by installing a large solar-panel array on the roof of its factory in Malta. Beginning in January of 2022, the array produces four times the energy used in its operation (over 300 Megawatts per year), with the excess benefitting the local grid.

With input from industry experts, BLUESHAPE then formed an internal sustainability committee to evaluate products and procedures in all aspects of its operation. Additional steps were immediately implemented.

At the factory level, any electronic or chemical waste is professionally recycled. Incoming packaging is repurposed whenever reasonable and is recycled if not reused. Additional packaging materials purchased are made with recycled materials.

Shipping procedures have been revised to minimize the number of shipments. Styrofoam has been eliminated and punched or formed corrugated paper (easily recycled) is now used in its place. Batteries during shipment must be protected from any moisture; we are replacing the plastic bags that are difficult to recycle with biodegradable plastic bags.

Product design is an integral part of sustainability. BLUESHAPE products are designed to be durable and efficient. Longer lasting products reduce the amount of waste and also abate the need for energy to produce replacement products. The simple step of using screws to secure the outer shell halves allows BLUESHAPE products to be repaired and returned to service, again delaying the need for replacements. Shells that are glued or welded together cannot be repaired.

The latest innovation from BLUESHAPE is the newest generation of BLUESHAPE Granite batteries which are built with a state-of-the-art Battery Management System (BMS) that can be connected to a free SMARTMon App via a USB-C cable. The App will evaluate the battery and identify any operational issues. If needed, the App will update or repair the firmware without the need for a service center. Should that firmware action not resolve the issue, the App will create a service ticket and a BLUESHAPE tech will respond to the user. A custom firmware patch can be installed remotely. This results in less battery replacement (so less waste) and a reduction in the carbon footprint of sending batteries to and from a service center.

The missing piece is customer response. Until environmental considerations are paramount to the customer, the lower priced products made by companies that value profit over progress will continue to flood the market. It is through key industry players like IATSE that the need for educated purchasing and environmentally-focused products will become truly a difference maker in addressing the needs of our planet.