

TOTAL FOCUS ON RESPONSIBLE HIGH QUALITY PRINTING



BG Reklam d.o.o. was founded in 2001 as a marketing agency. Since 2013 the company is located in Belgrade and the main activity is production of advertising media based on digital printing on plate and roll materials, designing and preparation of prototype advertising shelves and stands in accordance with specific customer requirements, serial production of advertising shelves and stands based on prepared samples and assembly service of produced shelves and printed materials based on the customer requests. BG Reklam serves domestic and international clients in 21 countries with over 160 employees.

For the significant improvement of its processes and product quality, the company purchased a CNC machine for tin cutting as well as a CNC machine for tin bending. The new machines use laser technology and are much faster and more accurate than the old ones, they reduce waste and production time.

Additional benefits include a reduction in energy consumption, enhanced HSE performances and an overall improvement of competitiveness.

The company received free technical assistance to optimize its investment project and 15% grant cash-back after the successful project verification, funded by the European Union.

With the investment, the company now meets a wide variety of standards, including:

- Regulation (EU) 2016/1628 on requirements relating to gaseous and particulate pollutant emission limits and type-approval for internal combustion engines for non-road mobile machinery
- Directive 2010/75/EU on Industrial Emissions (integrated pollution prevention and control)
- Directive 2009/125/EC establishing a framework for the setting of eco-design requirements for energy-related products.
- Directive 2012/27/EU on energy efficiency, amending Directives 2009/125/EC and 2010/30/EU and repealing Directives 2004/8/EC and 2006/32/EC
- Directive 2006/42/EC on machinery

Loan Amount	€ 564,000
Grant amount	€ 84,600
EU Directives met	Regulations on industrial emissions, eco-design, energy efficiency and machinery
Invested in	CNC machine for tin cutting and CNC machine for tin bending
Energy Savings and GHG reduction	70.8 MWh/y 22.4 tCO ₂ /y

Implementation Consultants

