

Our Commitment to Greener Filmmaking

At Rosco, we are dedicated to developing eco-friendly solutions that meet the needs of our clients and contribute to a more sustainable future. We have made significant strides at Rosco Digital Imaging, our backdrops business, reducing our environmental impact through innovative practices, mindful decisions, and responsible business relationships.

Transitioning from Vinyl to Cotton Materials

One cornerstone initiative of our sustainability efforts has been the shift from using vinyl to cotton for the production of new backdrops. Vinyl is a synthetic material derived from petroleum, which poses significant environmental challenges, including high energy consumption during production and difficulties in recycling. While we have stopped production of new vinyl backdrops, any remaining vinyl backdrops are reused regularly as part of our rental program.

In contrast, the cotton now used for SoftDrop is a natural, biodegradable material that offers a more sustainable alternative. By making this transition, we have drastically reduced our reliance on non-renewable resources and minimized the environmental footprint of our products. Cotton backdrops provide a high-quality performance while reducing glare, requiring fewer lighting fixtures, and reducing the impact on crew to manipulate and hang the drop. In addition, we use water-based ink, rather than the solvent-heavy colorants used on vinyl. These changes underscore our commitment to adopting more sustainable materials and practices across our operations and those of the filmmaking community.

Reducing Carbon Emissions from Lighter Shipments

Another critical aspect of our sustainability strategy is the reduction of carbon emissions associated with the transportation and handling of our products. The shift from vinyl to cotton has had a significant impact on the weight of our shipments. Cotton backdrops are considerably lighter than their vinyl counterparts, translating to lower shipping weights and, consequently, reduced fuel consumption and carbon emissions during transit and production handling.

Further, we have optimized our packaging processes to further reduce weight and volume, ensuring that our products are shipped in the most efficient manner possible. By prioritizing lighter shipments, we are actively contributing to the reduction of greenhouse gas emissions and promoting a more sustainable supply chain.

Implementing a Rental Program that Reuses Backdrops

In addition to our material and shipping initiatives, our rental program is designed to maximize the lifespan of our backdrops and minimize waste. The program allows filmmakers to rent backdrops for their productions, returning them to us for inspection, and reuse. This circular approach ensures that our backdrops are utilized to their fullest potential, reducing the need for new production and the associated environmental impact.

The rental program not only supports sustainability but also offers our clients a cost-effective and flexible solution for their backdrop needs. By choosing to rent, customers can access a wide variety of designs at a lower cost and faster turnaround than a custom drop.

Responsible Business Relationships

Rosco's vendors and business partners are carefully selected with an eye toward sustainability. Our closest partners have invested heavily to maintain complete control over their carbon offsets and in programs to compensate for them.

Our Ongoing Commitment

We are constantly exploring new ways to enhance our environmental performance and integrate sustainable practices into every aspect of our business. We are developing solutions for image licensing and virtual production which further the efforts of sustainable production. These efforts are just beginning. We remain dedicated to setting new standards for environmental responsibility in our industry.