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Just because the trees are losing their green, doesn't mean we can forget to be **green**.

In fact, being "green" is more in season than ever! Individuals and businesses everywhere are finding ways to live and work in eco-friendly ways, making choices with the future of our environment (and our well-being) in mind. But what's most exciting about this recent "green" trend is the wide variety and great style of the products available. In this issue, we'll highlight some of these eco-friendly products, tell you about companies that have made environmentally conscious business decisions, and show you how you can be both GRAND and GREEN.

how GREEN is GRAND IDEAS?

Grand Ideas is proud of our conservation and recycling efforts. In addition to recycling paper, plastic and aluminum, we installed a water cooler to cut down on the consumption of bottled water. And because we recycle and reuse the vast majority of our packing materials and boxes, our Palmetto Ideas warehouse has never had to buy a shipping box! Additionally, we offer our customers the option of having invoices emailed to them, which saves paper and money. The same goes for this electronic newsletter, which allows us to share information with you, without wasting paper and ink.

In our day-to-day research, we are constantly looking for products and ideas that will make eco-friendly habits a no-brainer for us and our customers. In fact, be on the lookout for some eco-friendly products in our Spring 2008 Palmetto Ideas line and in future presentations from the Grand Ideas team.

our SUPPLIERS are going GREEN

Many of our top suppliers are investing in initiatives and

GRAND and GREEN



Seed Paper Ornament & Cards

There are a variety of seed paper products available, like the above ornament, and they can be imprinted with your artwork, as well as what type of plant seed you prefer. Seed papers are made from natural, biodegradable and recycled fibers, seeds and plant material directly from nature - without cutting down trees in the process. No heat or pressure is ever used on the papers so the recipient can plant the item in the ground and ***the seeds will actually grow!***

product lines that promote a sustainable and eco-friendly lifestyle. Not only are these companies lessening their impact on the environment, the changes they are making are also boosting their bottom line.

For example, **Bella**, a LA apparel manufacturer, started a recycling program for scrap metal which has lowered the company's waste management costs by reducing waste collection from bi-weekly to bi-monthly. Bella also bought refillable water bottles for their employees, reducing the need for disposable plastic bottles.

Logomark, has taken being "green" to a whole new level. They recently built a manufacturing facility that's not only efficient, but smart. With all-over insulation and a hi-tech filtering system, Logomark is minimizing energy costs while making the air they release even cleaner than what's already outside. Additionally, the floors inside the buildings have built-in sensors which can detect whether or not an area of the building is being used. If an area remains idle for a certain period of time, the lights are automatically turned off.

Information for this article was taken from the September 2007 issue of Promotional Marketing.

TIPS on boosting your GREEN

Here are some ways you can save some greenbacks while you help save the planet:

- Reduce and reuse shipping boxes - eliminate boxes packed within boxes and other superfluous packaging materials.
- Place recycling boxes in convenient locations, and then sell materials (including old computers) to recycling centers in your area.
- Allow your employees to telework (work from home) and you'll reduce the number of miles they drive to/from work, which reduces car emissions and frees up more time and energy for your employees to focus on work.
- Share and store information electronically vs. on paper using USB flash drives, CDs, DVDs and email.
- Replace standard light bulbs with energy-efficient compact florescent ones which use 75-80% less energy, yet provide the same amount of light.



Bonded Leather Wine Bottle Carrier

Bonded leather is a great way to go if you want an environmentally friendly product with a high perceived value, not to mention the relatively low cost compared to leather. Bonded leather is made of recycled leather scraps, which means that companies making these products are able to reuse and recycle waste materials. This carrier features clean lines and comes in 3 great colors.



Organic Hemp Tote Bag with Bamboo Handles

This tote is not only eco-friendly, it's stylish too! Hemp is by far the crop with the most potential for eco-friendly textile use. Hemp plants grow very quickly and densely which makes it difficult for weeds to take hold, eliminating the need for herbicides and artificial fertilizers. It requires no irrigation as it thrives on the amount of water in the average rainfall, and it's highly pest-resistant.

The suggestions above were taken from the January 2007 issue of Promotional Products Business.

For more **GREEN** facts and figures, visit
www.ecocycle.org.



Reusable Water Bottles/Tumblers

Did you know that Americans throw away 2.5 million plastic bottles every hour? As an alternative, this water bottle does more than hold 22oz. of liquid. The patented design includes a casing that rotates open to provide a storage nook for keys or other small items. Very cool!

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