

No. 29 • March 2008

*A Better Way To
Promote Your
Business.*

*Help Your Company
STAND OUT! From
The Competition*

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From the desk of **Dave Stein**
RE: **Eco-friendly Products**

With global warming and rising energy costs, environmental issues are at the forefront for many consumers. Have you considered your company's "ecological footprint?"

A bit of data you might find interesting: research firm Global Market Insite recently found that **42% of Americans are willing to spend more money on products labeled environmentally friendly or organic**. And, according to the Natural Marketing Institute, **over 70% of consumers are more likely to buy products/services from companies they know are mindful of the environment**; 50% say this kind of concern makes them more likely to buy a company's stock.



Fortunately, it has never been easier to **go green with your promotions**. Here are a few examples:

Live tree seedlings send a message of renewal, growth, longevity and strength. Use the imprintable packaging to send a corporate anniversary message, "Ten Years in Business and Still Growing" or to illustrate creativity, "Ideas That Take Root."



Biodegradable bookmarks and information cards that **"bloom"** when planted can highlight your brand or company's message. Detachable business cards or coupons can be kept for long-term reference or to drive sales.

Pencils made of recycled materials such as post-consumer currency, peanut shells, or even denim can make your point in an eco-friendly way. Some come in fun shapes like dollar signs and stars – perfect for raising awareness in schools.

Organic or recycled cotton turns promotional apparel into a walking billboard to advertise your brand and stress your social consciousness.

Recycled Paper business cards, notepads, and envelopes set an eco-friendly first impression. If appropriate, use the recycled symbol subtly to reinforce your message.



Finally, look for occasions to highlight your company's concern for the environment. **America Recycles Day** (November 15th) and **Earth Day** (April 22nd), are two dates you'll find which celebrate with local festivals, school events, and media outlets for involvement.

If you'd like help planning cause-related marketing campaigns or want to ensure that all your promotional programs include an ecological-friendly component, feel free to call me at **212-868-1813** or [send me an e-mail](mailto:dave@actiisolutions.com). I'll turn your message environmentally green while making sure the returns are green with cash!

Dave Stein

P.S. Let me know if you'd be interested in our eco-report titled "Harness the Power of Eco-Friendly Promotions." I'll be more than happy to either send you a link to the PDF or drop off a few copies to your business! Let me be YOUR personal Green Giant!

Phone
212-868-1813
Fax
917-591-1066
Email
dave@actiisolutions.com
Web Address
www.actiisolutions.com

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