

# Green Is Good

We've found 12 new eco-friendly items that are perfect for any clients looking to green their marketing.

**g**reen is not just a color anymore. It's more like a concept. A way of life. A direction for how a business wants to present itself to customers.

Yes, the eco-friendly craze has caught fire and it's trickling down to the world of marketing. Companies are trying to promote their green efforts and appeal to other businesses and consumers with an eco-friendly message. They know there is big money to be made from presenting themselves as conscious of the environment and doing everything they can to protect the earth's natural resources.

And what does all of that add up to? Plenty of sales opportunities for savvy ad specialty distributors. Yes, smart salespeople are speaking to their clients about how they can enhance their green marketing efforts by using promotional products that fulfill their goals. Whether it's an organic cotton T-shirt, a USB drive made from natural ingredients or a biodegradable pen, there are a multitude of options to talk to clients about right now.

In the following three pages, we've put together a showcase of 12 products that are sure to spark the interest of eco-conscious clients. So turn the page, and take a look at the extremely diverse green options that are available in the ad specialty market today.



### SWEET MUSIC

Made from recycled paper, the folding eco speakers easily fold and lock into place. Users can plug their iPods, MP3/MP4 players or CD players in for high-quality sound. Eco-friendly materials make this the perfect for any music store or college campus promotion.

Available from Delk Products Inc.  
(asi/49135); (800) 587-0882;  
[promo@delk.us](mailto:promo@delk.us)



### GREEN GROWTH

This bamboo gift set includes stones, bamboo shoot and container. Just add water and watch it grow. Perfect for florists or any company that wants to make a lasting impression.

Available from Leed's (asi/66887); (866) LEE-DS24;  
[customerservice@leedsworld.com](mailto:customerservice@leedsworld.com)

### THE WRITE STUFF

Bio-pen is made with 80% regrown, degradable materials. Mechanical cover comes in 17 frozen colors to guarantee function of the clicking mechanism. Would be a unique trade show giveaway.

Available from Ritter Pen Corp.  
(asi/82528); (888) 774-8837;  
[info@ritterpen.com](mailto:info@ritterpen.com)



### BAG IT

This eco-friendly tote is made from jute. Features matching natural cotton lining, piping and rope handles. Perfect for supermarkets to resell and for corporate giveaways, thanks to its consistent usability.

Available from Prime Line (asi/79530);  
(800) 873-7746; [mailroom@primeline.com](mailto:mailroom@primeline.com)



**PAPER WITH A PURPOSE**

Mouse pad-size notebook is made from 100% recycled paper. Features 50 tear-off sheets and up to a four-color imprint. A great accompaniment to any corporate retreat or meeting. Available from Econ-O-Line/Norwood (asi/51625); (800) 800-3372; [econoline@norwood.com](mailto:econoline@norwood.com)



**POP YOUR COLLAR**

Two-color pique polo is made with 35% bamboo, 50% pima cotton and 15% combed cotton. Features UV protection and antimicrobial and moisture-wicking properties.

Available from Vantage Apparel (asi/93390); (800) 221-0020; [sales@vantageapparel.com](mailto:sales@vantageapparel.com)

**RUBBER WRITER**

These pencils are made from a recycled rubber compound. Perfect for any education-related promotion.

Available from Dixon Ticonderoga Company (asi/50150); (877) 947-7666; [promo@dixonusa.com](mailto:promo@dixonusa.com)



**HANG TEN**

Bamboo lanyards are naturally antibacterial and break down easily when discarded. These could be the perfect promo for any meeting or trade show.

Available from Promovision Palomino (asi/79898); (800) 987-7666; [sales@pvpal.com](mailto:sales@pvpal.com)

**BACKYARD BUILDER**

This tree planting kit is 100% biodegradable and is sure to interest a variety of end-users. Think of agriculture companies, landscaping business and even real estate agents – they could all use this kind of product to remind their customers about their services.

Available from Groline ([asi/58295](tel:5128638541)); (512) 863-8541;  
[chris.lara@thegroline.com](mailto:chris.lara@thegroline.com)



**MONEY BAGS**

Coupon bag has a closable front flap, index cards for organization and a back pouch for easy access. Great for any consumer-oriented company and a perfect giveaway for any eco-conscious retail store.

Available from Care Co. International Inc. ([asi/43864](tel:4029917793)); (402) 991-7793;  
[info@packntote.com](mailto:info@packntote.com)



**BAMBOO FOR YOU**

This versatile flash drive is made from bamboo and features walnut, maple and rosewood finishes. Great promo item for technology companies or transportation-focused promotions: just think of the enhanced map information that can go on one of these.

Available from Hirsch Gift Inc. ([asi/61005](tel:8772204438)); (877) 220-4438;  
[info@hirschgift.com](mailto:info@hirschgift.com)



**PICTURE PERFECT**

Leather picture frame has top load and stitching along the edges. Frame is made from recycled materials and would be the ideal ad specialty for photographers, wedding retailers and even travel destinations like cruise lines and resorts.

Available from Dacasso ([asi/48125](tel:8663222776)); (866) 322-2776;  
[sales@dacasso.com](mailto:sales@dacasso.com)

