

# 2017 Earth Day Ideation Guide



# About Earth Day

- **April 22, 2017** marks the 47th anniversary of Earth Day, an event designed to inspire awareness and appreciation for the environment.
- Many businesses may wish to use the press coverage surrounding the day to launch sustainable and environmentally-friendly initiatives.
- But celebrating Earth Day goes beyond one day. It should be an everyday practice.
- Here are 10 steps you can take today to reduce your carbon footprint, cut down on waste, and build sustainability into your business's daily operations.



# 10 Steps to Reduce Carbon Footprint

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1) Determine your Energy Consumption

<https://www.sba.gov/managing-business/running-business/energy-efficiency/energy-saving-tips/tips-energy-efficiency>

2) Use Less Paper

<http://www.metrosales.com/10-tips-to-reduce-your-printing-costs-and-environmental-footprint-today/>

3) Evaluate Your Windows

[http://pressroom.pella.com/fast\\_facts/102/tips-for-selecting-green-windows-and-doors](http://pressroom.pella.com/fast_facts/102/tips-for-selecting-green-windows-and-doors)

4) Turn Off The Lights

<https://www.bchydro.com/news/conservation/2013/of-fice-design.html>



# 10 Steps to Reduce Carbon Footprint

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5) Plant a Green Roof

<http://www.greenroofs.org/index.php/about/greenroofbenefits>

6) Use Green Design Materials

<http://home.howstuffworks.com/green-living/10-hottest-green-design-materials.htm>

7) Use Energy Efficient Equipment

<https://www.sba.gov/managing-business/running-business/energy-efficiency/energy-saving-tips/tips-energy-efficiency>

8) Encourage Carpooling or Alternatives to Driving

9) Allow Telecommuting

<http://www.inc.com/magazine/20100401/the-case-and-the-plan-for-the-virtual-company.html>

10) Cash in on Government Incentives

<https://www.energy.gov/savings>

<http://www.dsireusa.org/>

# Additional Tips for Earth Day

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- Many offices have toxic substances, such as used batteries and copier toner, on hand. Talk to suppliers about alternatives to toxics, and make sure you properly dispose of the ones you can't avoid using. Enlist the services of companies that will recycle your used computers and cell phones.
- Create a team to lead the company's eco-efforts and determine where you can have the biggest impact for the least amount of money.
- Inform customers about your efforts. And get in touch with local regulatory agencies, many of which offer financial incentives to businesses that clean up their acts.
- Help send a message with eco-friendly promotional items, which allow you to advertise your business, reward employees or raise awareness while helping to protect our environment.



# Promotional Products Ideation

# Digitally Sublimated Recycled Lanyard

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This lanyard is made from a variety of reground/melted materials such as factory scraps, water bottles, or rubber tires.

Its eco-conscious design makes it a great giveaway for organizations looking to start or promote going green.

Made with recycled polyester fibers from plastic bottles.

# Flip & Tumble Backpack



Lightweight backpack.  
Folds up into built-in zip pocket.  
Machine washable.  
Adjustable Straps.  
Recycled Fabric Material.  
Size: 16" x 17" x 4.5"



# Plant Based Bags

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The only tote bag designed to be repurposed as a rag.  
Washable, reusable, degradable, plant-based and made in the USA.  
100's of ways to repurpose.  
This bag is sturdy, super-absorbent and biodegradable.  
Made with bio-based, cellulose, and non-woven fabric.

# Gardening Tote with Tools



You will be carried to a new level of promotional success with the help of this garden tote bag!

Perfect for any family member with a green thumb, this item is filled with gardening tools and gloves on both sides of the tote.

It is made of 600D polyester, with a floral design and has a bottom pocket.

# Jumbo Jute Tote

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Bag new business with the help of the jumbo jute tote!

Made from 100% pure natural jute, a natural vegetable fiber, this large bag is 100% biodegradable.

Features a convenient inside pocket and 22 1/2" padded cotton rope handles.

This simple natural colored bag is perfect to hand out at your next tradeshow, convention, corporate event, or fundraiser.

# Wine Bag



Lightweight rip-stop nylon fabric.  
Compacts into a small disc.  
Machine washable and reusable  
Size: 9" Tall x 5.75" Wide

# 100% Recycled Laminated Grocery Tote

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Laminated non woven 100% recycled grocery bag.

Reduce, reuse and recycle.

Unique graphics make these bags stand out in a crowd.

Made from 100% recycled PET fabric.

Fashionable tote is matte laminated to provide maximum durability with GSM 130.

Size: 12" x 13" with 8" gusset and 20" handles.

# Recycled Soft Cinch Bag

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The 100 gsm RPET cinch bag with quality rope handles is the total package. The total post-consumer recycled content is 85% and the material itself is 100% RPET with string woven in for added strength.

Perfect for Earth day, back to school, corporate conscious programs, bank, finance, insurance, and many more.

# Pen & Highlighter Set Made from Water Bottle



Set includes the Clear Aqua pen and Aqua highlighter.

Made with 80% recycled materials from plastic water bottles.

Medium Point Blue Ink Refill.

# Sprout Pencil



More than just a pencil; it grows.  
This is a new take on reduce, reuse, recycle. An eco-friendly pencil, seed, and plant marker. Flat packed for easy shipping or storage.

Comes in 5 different herb varieties:  
Basil, Cilantro, Parsley, Cherry Tomatoes, and Mint

Made in the USA, 100% Sustainable, Non-Toxic, and FSC Certified.

# Dual Function Eco-Friendly Pen/Highlighter



This unique pen features a paper barrel with a wooden clip.

With a chisel tip yellow highlighter and pen that has fade-resistant ink, this pen allows you to take even better notes.

Hand out this eco-friendly promotion at networking meetings, fundraisers, schools, and even tradeshows.

# Soft Bound Journalbook™ & Pen



Sintra Cork Soft Bound JournalBook™ and Preston Dual Ballpoint Stylus.

Flexible, soft cork texture cover with built-in elastic closure.

Color matching elastic closure, elastic pen loop and ribbon page marker. 80 sheets of cream lined paper with back document pocket

# Recycled Napkin Notebook



Three-ply 5" x 5" recycled paper napkin notebook.

Some of the biggest ideas in the world start as a little sketch on a cocktail napkin.

# Eco-Friendly Notebook with Pen

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Write off the competition with the eco-friendly notebook with a pen! This green product features 100 pages of unlined recycled notebook paper, 5 sticky flags, sticky notes, and a matching pen with a recycled paper barrel.

# 5" x 7" Spiral Notebook with Pen



Boost your brand with the eco-friendly 5" x 7" spiral notebook and pen!

This stand out spiral notebook has 80 lined pages.

Features an elastic pen loop, elastic band closure, and a matching pen with a recycled paper barrel and wooden clip.

# Earth Day Seed Bombs



Made of 100% post-consumer recycled paper. These 6 gumball-sized seed bombs contain a mix of annual and perennial wildflower seeds.

They are packaged into a clear cello bag with full color customizable header and with instructions card inside.

These make great wedding favors, Earth Day giveaways and green promotions everywhere.

# Fortune-Telling Seed Paper



Use stock sayings or create your own for lots of fun!

After the game is done, instead of throwing it away you can plant it to grow flowers.

# Earth Day Seed Paper Postcard



Just plant this Seed Paper Postcard, water and enjoy your flowers.

Made of 100% recycled material, our seed paper is embedded with a hardy mixture of premium seeds: Sweet Alyssum, Forget-Me-Not, Black-Eyed Susan, Dwarf Godetia, Lemon Mint and many more.

Your own full-color custom message is printed on the seed paper using Earth-friendly inks that won't damage the seeds.

# Memory Gift Tree

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A Memory Gift Tree is a premium evergreen tree seedling.

It is packaged in a beautiful, all-natural bamboo cylinder.

You can give this gift to friends or family members so that they can plant and commemorate an important event in their lives.

# Earth Day Mini Planting Kit



The Mini Grow kit comes with everything you need to start your spring flower garden. Made from reclaimed organic materials, the kit includes a biodegradable pot, soil wafer, and is wrapped in cardstock sleeve with a seed paper medallion - all of which can be custom-printed with your message.

Size: 9.2"x2.375"

# 18 oz. Transparent Bottle with Drink Thru Lid

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18 oz. Transparent Sports Bottles feature a contoured and tapered base to fit into auto cup holders and feature a Drink-Thru Lid

Molded from food-safe BPA-free PETE.



# 24 oz. Shake-It™ Bottle



This 24 oz. Shake-It™ Bottle has a special Vortex™ ball to break up powders, making it great for protein shakes.

The bottle comes with an easy-to-swivel flip-top lid.

It's BPA-free, reusable and recyclable, so it's great for promoting Earth Day events!

Made in the USA. Measurements are embossed on the side.

Dimensions: 9"H x 3 1/2" diameter

# Verve Mug



15 oz. Mugs for Life<sup>®</sup> are made in the USA from 100% high quality, recycled and break-resistant plastic.

The curved handle conforms to your grip, providing comfort and stability. Each design is functionally efficient and environmentally responsible.

BPA-free and microwave safe, it's hand wash only.



# Biodegradable Flexible Paper Straw



On Earth Day 2014, the patented Flexible paper straw was introduced. Now, straw-lovers can choose a paper straw that bends right where they need it to.

These straws are biodegradable, compostable, 100% chlorine free and always made in the USA. They are the only paper straws on the market made with FDA food grade-approved inks and paper.

# Recycled Bowls

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12 oz. recycled bowls are compostable.

Made from annually renewable resources, that will completely compost in approximately 50 days.

Wash only.

# Reusable Bamboo Ware Line

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Reusable Bamboo ware product line is a revolutionary dishware that's eco-friendly, biodegradable, beautiful, and durable. The process begins by taking the fiber of bamboo plants five years or older and grinding it into a fine powder.

Utilizing a patented process, we mold this material into durable tableware. Each piece is FDA-approved, food safe, and dishwasher safe.

# Bamboo Kitchen Utensils

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Want to cook up some big branding for your company?

Our combination bamboo and silicone slotted spoon mini kitchen utensils do just that!

Classic in shape and design, our mini utensils are the ideal size for various food prep jobs.

Eco-friendly and FDA compliant.

# Disposable Birch Spoons

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All natural, environmentally friendly and sustainable spoons. Strong, elegant and leak-resistant. Handcrafted from bamboo sheath. No harsh chemicals or bleach used, requires little energy to make and are 100% biodegradable. Naturally antimicrobial, both reusable and disposable. Bamboo sheath material must be hand washed and towel dried.

# All Natural Cork Coasters



Each year, more than 15 billion wine corks are produced worldwide, resulting in tons of leftover cork scraps. These remnants are recycled into all-natural cork coasters. The result? Far less waste in our planet's landfills, and an absorbent and durable product made from the highest density \*FSC certified cork by Portugal's top manufacturer. The cork coasters are proudly die cut and printed in the U.S.A. All-natural cork coasters are perfect for home, office or auto.

# Tablet or Recipe Book Stand with Pen



Whether preparing a new dish or just enjoying your morning coffee in the kitchen, this 2-piece set is the perfect accompaniment.

This bamboo stand is perfect for propping up any touch screen tablet or favorite recipe book.

The bamboo ballpoint stylus keeps sticky fingers off of tablet screen and offers ballpoint pen option for making any notes. The ballpoint stylus has black ink.

# Rethread/Recycle Tire Twistee™ Jar Opener



Retread recycled tire Twistee™ hanging jar opener.

Made in the USA from 100% post consumer recycled tires.

A new twist for an old tire and hangs anywhere!

Dimensions: 5 1/2" x 3" with 1 1/8" x 1 1/2" hole.

## 2" Memo Clip with Magnet (Recycled)

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This versatile note clip with magnet backing has a hundred uses around the home or office.

It's handy, so your advertising message is seen and appreciated everyday.

Hang hole on back fits most push-pins.

Molded with 95% Home Recycled Polystyrene.

# Eco-Friendly Umbrella with Shredded Wood Handle



Natural eco-friendly umbrella. Automatic open, steel and wind-resistant frame, environmentally friendly fabric, shredded wood handle and a matching sleeve.

Canopy is made from recycled plastic. The fabric is produced by crushing & heating the recycled plastic to the fibers used to create the fabric.

Dimensions: Folded Length - 15.5";  
Arc - 44"

# Energy Saving LED Nightlights



Businesses come in every shape and size!  
Pick yours with our new White LED  
Nightlight!

Features include a white 2" x 1 3/8" base  
and white LED, an energy-saving sensor and  
a 90-degree swivel plug.

This eco-friendly nightlight comes in a wide  
selection of forms. Shape options include  
CFL, circle, house, photo and shield.

Imprint a message, a design, your company  
name or logo and watch your brand  
awareness soar with every glance.

# Recycled Keychains



EVA keychain is made of recycled foam material in your choice of pantone colors.

Price includes a custom shape design up to 4 1/2" with split-ring and EVA slider.

# Greenlayer™ Evolution Men's Half-Zip Pullover

159g men's half-zip pullover.  
43% bamboo/57% polyester  
pique and certified by the  
bluesign standard.

Fabric features include enhanced  
moisture-wicking, thermal  
regulation, anti-bacterial, odor  
regulating and UPF 40.

Greenlayer logo on the left  
sleeve. Machine wash and dry.



Heather  
Grey



Indigo Blue



Sport Red

# Greenlayer™ Evolution Ladies Short Sleeve Tee



159g short-sleeve tee.  
43% bamboo/57% polyester pique  
and certified by the bluesign  
standard.

Fabric features include enhanced  
moisture-wicking, thermal  
regulation, anti-bacterial, odor  
regulating and UPF 40.

Greenlayer logo on the left sleeve.  
Machine wash and dry.

# Men's/Ladies W-Evergreen Roots73 Short Sleeve Tee



The Evergreen Short Sleeve Tee is your basic fit.

Made from 100% organic cotton, it has helped preserve the health of the environment.



Enjoy the outdoors with this soft and comfortable tee that can be worn as a top or layered under a sweater on cloudy days.

# Double Dry ECO Crew

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Made with recycled polyester fibers from plastic bottles.

50% cotton/50% polyester.  
Durable cover-stitching throughout. Set-in sleeves.  
Heavy rib knit waistband and cuffs.

# 100% Organic Baseball Caps



One size, adjustable cap made of 100% organic cotton washed twill, 8 oz. Unstructured, 6-panel with matching sewn eyelets.

Self fabric closure with brass slider and hidden tuck-in. One size adjustable.



# Unisex Recycled Headbands

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Unisex headband made from soft Eco-Jersey.

Gathered elastic provides a secure fit.

Contains organic and recycled materials.

# Thank You

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