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**Sustainability Sells:  
Products & Practices to Improve Your Company & Our Industry**

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# Agenda

- Introduction
- Define Sustainability
- Long Lasting & Lifecycle
- Greenwashing
- Packaging Pitfalls and Solutions
- Sustainable Products May “Cost” More
- Social (People)
- Increase Sales Without Compromising Our Ecosystem
- Wrap Up



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# From Copier Sales to Selling Promotional Products

12+ Years at Océ



15 Years Promotional Products



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# sus·tain·a·bil·i·ty

(Triple Bottom Line)

**Social (People)**

**Environmental (Planet)**

**Economical (Profit )**



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## throw-away

Tips for pitching products end-users **won't** throw away



## life-cycle

How to compare the life cycle of a typical promo product vs. an eco product

# Longest lasting promotional product?



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# green·wash·ing

Important questions to ask your suppliers to avoid greenwashing



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# so·lu·tion

: an action or process of solving a problem

- **Eliminate** – has no useful purpose
- **Remove** – standard packaging for an item may have a purpose, but not for our use
- **Alternatives** – extra packaging is necessary but more sustainable options
- **Better Resources** – extra packaging is necessary and there are more sustainable options
- **Reusable** – packaging can be used over and over
- **Bring Back or Recirculate** – comes with the ability to return



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# sus·tain·a·bil·i·ty

Sustainable products may “cost” more



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# buzz·word

The meaning of “green” buzzwords, so you can educate yourself and clients

## Social (People)

health, human rights, safety, fair wages, dignity, opportunity

Garment workers in Los Angeles describe the "modern-day slavery" of sweatshops: "They paid us like 5 and 6 cents for a piece."

– CBS News ([September 14, 2021](#))



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# eco·sys·tem

Easy ways to increase sales and decrease impact on our ecosystem.



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# di·rec·tion

: guidance or supervision of action or conduct

1. Sell useful products
2. Embrace cost increase in exchange for humanity
3. Work with Michelle on packaging reduction project



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