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

Michelle Sheldon

From Copier Sales to Selling Promotional Products

12+ Years at Océ



15 Years Promotional Products



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throw-away

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

Does it have a purpose?
Is it made to last?



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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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sus·tain·a·bil·i·ty

How to talk with customers about increased prices for sustainable products

Social (People)

Environmental (Planet)

Economical (Profit)



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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



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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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Feedback Helps Us All Be Better

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

- Paper form
- QR Code
- URL

Please be sure to share what you felt you would remember, why and what you got out of it (or didn't get out of it).



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***THE PROMO
PRODUCTS INDUSTRY
IS CHANGING.***

JANUARY 5, 2023

DON'T MISS THE BIG ANNOUNCEMENT FROM ASI!

