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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](#))

Resources: Fair Labor Association, Clean Clothes Campaign, International Labor Rights Forum



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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 suppliers on packaging reduction project



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