



## Why go green with Grossman Marketing Group?

Since 1910, Grossman Marketing Group has served businesses and organizations as a full-service resource for printed marketing communications and promotional products. Founded in Massachusetts, Grossman Marketing Group has expanded throughout New England, New York and Washington DC. A concerned corporate citizen with an extensive track record in public service, Grossman Marketing Group is proud to have become a more “green” company themselves.

We introduced our Grossman Green line of environmentally-friendly promotional products in 2007. We have since worked with a number of clients to help make their communications and promotional campaigns more environmentally responsible. Please read below about some of our exciting recent projects.

### Client: Tufts University

#### Item: Organic Cotton Tote Bag

*Materials:* 100% Organic Cotton

*Usage:* Tufts University decided to go “green” with this gift item aimed at alumni volunteers and friends of Tufts. The client wrote to Grossman Marketing Group: “Everyone needs a good tote bag and it makes us all feel good knowing that sustainable, non-toxic, organic cotton was used. We are very pleased with how the bags turned out—and not only will they have a positive impact on our environment, but they are quite stylish as well! I know people are already using them for their grocery shopping, the library, the beach. We love them! Thank you!” **300A**



### Client: WSHU (National Public Radio affiliate, Southern Connecticut)

#### Item: Corn Travel Mug

*Materials:* 100% U.S. corn plastic

*Usage:* WSHU decided to use this U.S.-made corn mug in its spring 2008 fundraising campaign. The gift was meant to encourage growth in donations and was provided to listeners whose gifts exceeded a specific amount. The corn mug was chosen as a progressive gift that is attractive, practical, economical, and environmentally-friendly. **100C**



## Client: Norwest Equity Partners

### Item: Wood USB drive

*Materials:* 100% wood USB casing

*Usage:* NEP holds an annual meeting of all employees and portfolio companies during which the partners review highlights from the previous year. When everyone departed, they were given this wood USB with all of the presentations pre-loaded onto the drive, sending a "green" message not only with the look and feel of the gift but also because it saved paper too! **200C**



## Client: Earthjustice

### Item: 32-Ounce Sport Bottle

*Materials:* Made in the USA from 100% recycled plastic

*Usage:* Earthjustice, a non-profit legal advocate for the environment, was in search of an environmentally-friendly and American-made premium that could be sent to its membership base. Their team turned to GMG, in recognition of its track record in green marketing solutions. This bottle, which was made in the United States from 100% recycled plastic that is BPA-free, was the perfect fit for them and was delivered at a low cost. **500A**

## Client: Massachusetts General Hospital

### Item: "Office Dirt"

*Materials:* Soil kit in aluminum pot

*Usage:* The Massachusetts General Hospital Transplant Center wanted an eye-catching giveaway that would help attract attention to its display at an important conference. At GMG's suggestion, the client decided to order 300 pots of "office dirt," a grow-your-own pot of grass that comes with everything except water. Does it get more eco-friendly than grass? **400A**





**Client: Berkshire Partners**

**Item: Aluminum Water Bottles**

*Materials:* 100% aluminum

*Usage:* A major private equity firm wanted to give water bottles to all of its employees at a summer outing to encourage them to consume fewer plastic bottles on a daily basis. Because of the recent BPA scare, it was important to find a BPA-free option. These bottles are available in many different sizes and colors. **100F**

**Client: Ropes & Gray**

**Item: Solar-Powered Pedometer**

*Usage:* Ropes & Gray needed a clever giveaway item for its exhibit at the BIO 2008 show in San Diego, the largest biotechnology conference in America.

With the goal of promoting both health/wellness and the environment, GMG suggested the idea of producing a solar-powered pedometer. Not only was it a sustainable choice, but GMG had the pedometers produced in less than a week! **200J**



**Client: Fish & Richardson**

**Item: Recycled Padfolio**

*Materials:* 100% post-consumer recycled materials

*Usage:* As the lead sponsor of a major Intellectual Property conference, Fish & Richardson wanted to promote its commitment to the environment by using a giveaway that was made from 100% post-consumer waste. The padfolio, which was handsomely co-branded with the conference and client's logos, was a hit! **400B**



## Client: United States Chamber of Commerce

### Item: Emergency Kit

*Usage:* The United States Chamber of Commerce decided that it would be prudent to have survival kits available to its employees for use in case of an emergency. As part of their on-going green initiative, they asked Grossman Marketing Group to make the kit using environmentally-sound materials. Working closely with the client, GMG helped choose each component of the kit, which included first aid materials, a flashlight, a bottle of water, a combo eye shield/face mask, sanitary wipes as well as rubber gloves. To emphasize the Chamber's commitment to the environment, all of the components were bundled in a cinch pack made from 51% post-consumer recycled materials. **100US**



## Client: Beth Israel Deaconess Medical Center

### Item: Desktop Recycling Station

*Materials:* Jotter and paper made from 100% post-consumer waste

*Usage:* Beth Israel Deaconess Medical Center has a Healthy Work/Healthy Home program aimed at encouraging employees to be environmentally-responsible at the hospital as well as outside the workplace. These desktop jotters, which are made in the United States from 100% post-consumer waste, teach the recipient how to be more sustainable by filling the pad with the 8½" x 11" paper that they would otherwise toss out every day. **400D**



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For more information about our Green Marketing Solutions, please contact Ben Grossman at [bgrossman@grossmanmarketing.com](mailto:bgrossman@grossmanmarketing.com) or your account executive.

**Grossman Green** (our favorite environmentally-friendly promotional products)