



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 summer 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: EF Cultural Travel

Item: Custom Eco-friendly Travel Bag

Materials: 51% recycled materials

Usage: This client purchases a bag every year which they give to members of their worldwide travel tours. After attending a GMG Green Marketing Seminar, they loved our sample bag made from recycled plastic bottles, and contacted their account executive to explore ways in which they could custom source 25,000 of these bags for 2008. Working closely with the client, GMG produced a pre-production proof within a week and the first shipment of bags touched down in the United States in December 2007. This stylish and practical messenger bag is made from 51% recycled materials. **300WS**



Client: Glover Park Group

Item: Alternative Apparel T-shirt

Materials: Blend of organic cotton, recycled polyester, and rayon

Usage: Employee recognition award. **200A**



Client: athenahealth

Item: Enviropen

Materials: Derived from natural plant fibers, and has 81% biodegradability and compostability

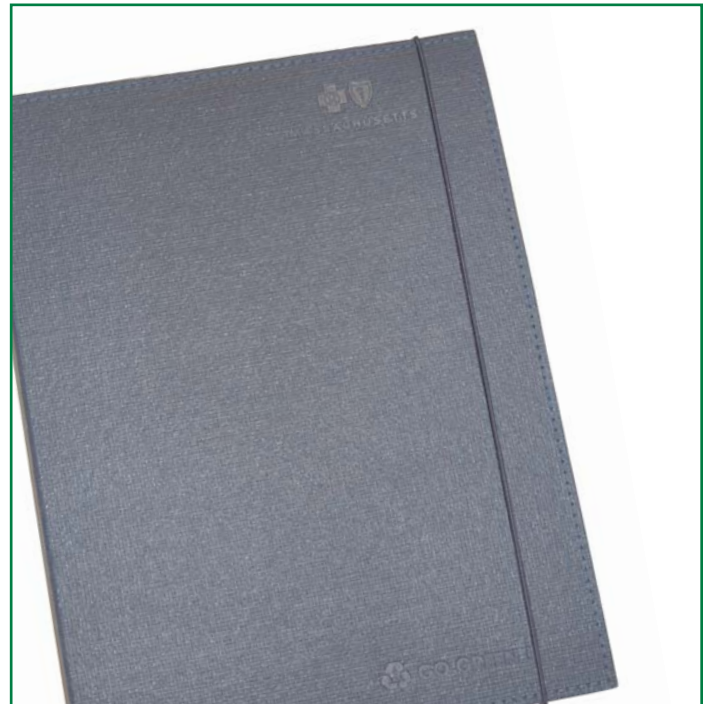
Usage: Included in the gift bag for their annual software users' conference. **600B**

Client: BlueCross BlueShield of Massachusetts

Item: Recycled Padfolio

Materials: 100% post consumer recycled materials

Usage: Produced for a sales summit in September 2007 to showcase BlueCross BlueShield's commitment to the environment. The padfolio was given along with a 100% organic cotton long-sleeve t-shirt, which Grossman Marketing Group sourced and printed. **100A**



Client: JPMorganChase

Item: Organic Economy Tote

Materials: 100% organic cotton

Usage: These bags were given out to prospective recruits at two diversity recruiting conferences in fall 2007 in Atlanta and Texas. The firm wanted to demonstrate to this key demographic that they are a progressive organization. They turned to Grossman Marketing Group to create an item that was useful, practical and showed their commitment to being a "green" organization. **300B**



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