



GROSSMAN MARKETING GROUP

CREATIVE STRATEGIES | INNOVATIVE PRODUCTS | RELIABLE EXECUTION

Grossman Marketing Group Produces All Printed Collateral With 100% Wind Power

Manufacturing of all kinds, including the creation of marketing collateral, requires large amounts of electricity, traditionally produced by fossil fuel-powered generators. The combustion of fossil fuels creates carbon dioxide and other greenhouse gases that contribute to global warming. Therefore, one of the most effective ways to address the environment with your marketing communications is to produce your materials with renewable energy, specifically wind power. Any number of third-party reports highlight that wind power resonates very well with end consumers – who make up your respective constituencies.

Therefore, we made the strategic investment in early 2007 to power our envelope production facilities with 100% certified wind power, using Green-e certified renewable energy credits. We offered envelopes made with wind power at no extra cost, and the program took our industry by storm. Over the past year, we have worked with approximately 80 clients to produce more than 160 million envelopes with wind power, which has saved more than 44,000 gallons of oil!

In addition to the wind-power envelope initiative, Grossman Marketing Group now offsets 100% of our energy use in all of our facilities, so we can help our clients make all of their printed collateral with certified wind power, **at no extra cost.**

Just to give you an example of the environmental savings from using wind power, for every million envelopes produced with wind power, over 6,000 fewer pounds of carbon dioxide will be released into the atmosphere, and almost seven barrels of crude oil (most of which come from foreign sources) will be saved.

6.6 barrels of crude oil is the equivalent of 278 gallons of crude oil. Enough to make all of the following:

- 129 gallons of gasoline
- 61 gallons of home heating oil
- 27 gallons of jet fuel

Contact us today to participate in this revolutionary new program that will show your commitment to the environment, to reducing global warming and to achieving energy independence.

Our proprietary wind logo pictured below will be printed on your marketing pieces to indicate that they have been produced using wind power.

