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Innovation: Grossman Marketing Group

Boston Business Journal - by [Jennifer LeClaire](#) Special to the Journal

When **Grossman Marketing Group** opened its doors 99 years ago, environmental innovation wasn't a key business concern.

Today, Grossman is a "green" leader among marketing-service firms in New England, becoming the first company in the region to offset the energy it uses to print all of its materials with 100 percent certified wind power.

In addition, Grossman has since 2006 produced more than 250 million eco-friendly direct-mail packages — at no extra cost to its customers — to help drive the demand for sustainable marketing materials.

"We spend \$3,000 to \$4,000 a year on renewable energy credits from two California wind farms," said Ben Grossman, director of green marketing and sustainability at Grossman Marketing Group. "They use that money to create an equal amount of energy for the nation's energy grid. That has helped us attract clients such as Google and Green Mountain Coffee."

Beyond a growing client list of eco-friendly companies, the likes of Harvard University, Columbia Business School and the New England Direct Marketing Association are recognizing Grossman Marketing Group as thought and practice leaders in green marketing. The company also saw a 20 percent increase in its envelope business thanks to its innovative program.

Grossman Marketing Group has helped companies such as Zipcar more effectively recruit and communicate with new members through eco-friendly printed materials and promotional products.

Most recently, Grossman negotiated preferred pricing arrangements with vendors that enable the company to offer competitive pricing for printed materials with a minimum of 25 percent post-consumer waste and vegetable-based inks.

The company also plans to step up consulting services, providing sustainability and marketing advice to its clients at no charge.

"We listen to our clients, and we talk about how we can help them from a green perspective," Grossman said.

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