



**GD
USA**
GRAPHIC DESIGN USA

GOING GREEN

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KIT HINRICHS' NEW CHAPTER
RELIVING THE WILDE YEARS
DESIGN ARMY RAISES THE BARRE

The Hows and Whys of GOING GREEN

As sustainability and social responsibility work their way into the American psyche, GDUSA presents a plentitude of environmentally-friendly people, paper, products, services, images and ideas for graphic communicators. The highlight: commentary from engaged and engaging creative professionals — many of them the new thought leaders on sustainable graphic design — as to why they have gone green, what it means internally and externally, how it fits as a practical matter into doing business, and how the economic downturn has impacted current client initiatives. The answers inform, inspire and, occasionally, surprise.

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FOR CREATIVE PROFESSIONALS



Grossman Marketing Group

**BOSTON/HARTFORD/
NEW YORK/WASHINGTON DC**

Grossman Marketing Group is a full-service provider of integrated marketing solutions to customers in fields as varied as financial services, law, biotechnology, education, and the arts. Our main service lines include graphic design (Studio G), printing, direct mail and promotional products, as well as online rewards and incentives programs. We are committed to the environment, and through our Green Marketing & Sustainability Practice, help our clients design and execute environmentally-conscious marketing campaigns as a way to differentiate themselves from their competition and establish an advantage in their respective fields. One of the principal ways in which we have been pioneers in this space is that we can print all of our clients marketing and communications materials using certified wind power, at no extra cost. We are also a sustainable enterprise—we are about to celebrate our 100th anniversary and have been family-owned and operated for four generations!

PICTURED ABOVE LEFT TO RIGHT:
VERN ELLIS, HEATHER WIGGINS, DAVID GROSSMAN,
ERICA BELL AND MARY PAQUETTE

Why did your firm become interested in environmentally friendly graphic design? We are deeply committed to the long-term future of our planet. Therefore, we have made a concerted effort across all of our business lines—from Studio G to all our production facilities—to leave the smallest impact on our environment while helping our clients make the best impression on their constituents. Each new project is an opportunity to deliver a values-laden message at a time when environmentally sound practices are one of the hottest topics on the political, social and business landscapes.

Has there been a client or internal project or initiative of which you are especially proud? For our client initiative it is the online annual report for Anika Therapeutics. We have been privileged to work with Anika on their annual report for the past 13 years. This year, for their 2008 report, they wanted to be more environmentally conscious as well as engage the investment community through the web. This year's annual report was created with flash and streaming video, it won rave reviews from our client. Here's a link: http://www.anikatherapeutics.com/annualvideo/annual_report.html

The internal initiative about which we're particularly excited has been our commitment to producing all of our collateral with 100% certified wind power. 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 100 clients, including Google and Green Mountain Coffee, to produce more than 250 million envelopes with wind power, which has saved more than 69,500 gallons of oil! We have even been covered in Forbes for these efforts.

Does 'Green' help you in your sales and marketing efforts to keep or gain new clients? Definitely—it has been a huge differentiator for our business, especially since we were first-to-market in our region with a number of green innovations (see write-up on wind power above). Sustainability has become a key issue to organizations of all sizes, and they want to work with a design and production partner that is well versed in these practices.

As a practical matter, is the recession making it harder for you or your clients to be green? No—there is a misperception in the marketplace that going green costs more money. However, if you design with an eye towards sustainability, you can design a piece that is less resource-intensive (uses less paper in the production process) as well as use papers and other materials that are environmentally-friendly but do not cost any additional money.