

REDUCE, REUSE & RECYCLE

BACKGROUND INFO: According to a study published by GreenWaste in 2013, the average person generates 4.5 pounds of trash every day – about 1.5 tons of solid waste per year. Although the EPA estimates that 75% of solid waste is recyclable, only about 30% is actually recycled.

Lasting Impressions provides strategic solutions to help companies “go green.” From sourcing promotional products made of recycled materials, to branded merchandise designed for repeated usage, Lasting Impressions creates and drives marketing initiatives in collaboration with our clients to benefit the environment

CASE STUDY: MEETING YOUR CORPORATE GREEN INITIATIVE

MORTGAGE ADVISORY GROUP

CL-36130

Mortgage Advisory Group operates in Washington, Texas and Arizona to serve homeowners with the purchase and refinance of residential real estate.

OBJECTIVE: REUSE

Create a system to encourage employees to reuse drinkware by analyzing employee habits and supplying the styles of branded drinkware employees use daily.

PROCESS

The Mortgage Advisory Group leadership team came to Lasting Impressions with their homework complete.



They had studied the types of drinkware employees used and the reasons why. This research revealed the need for hot cereal containers, coffee, tea, water and cold drinks.

To optimize Mortgage Advisory Group’s budget, ceramic drinkware was selected for both hot cereal and coffee. Acrylic tumblers with a hot/cold dual purpose lids was chosen to

maximize the application of this style of drinkware. To complete the collection, stainless steel was selected for cold water consumption.



Branded merchandise was decorated leveraging corporate colors. A volume purchase was made and distributed to all eight branches with a message from the leadership team communicating the purpose and value of this “go green” program.

A single investment, with a clearly communicated message of how and why to use branded drinkware is an effective internal marketing program that can positively impact the environment for years. Creating branded tools to meet our customer’s internal and external initiatives fuels our passion for excellence.



Want the same results? To positively impact the environment with promotional products made from recycled materials or branded merchandise designed to modify behavior through reuse, contact Lasting Impressions at 425.822.6651 or LastingImpressionsGifts.net