

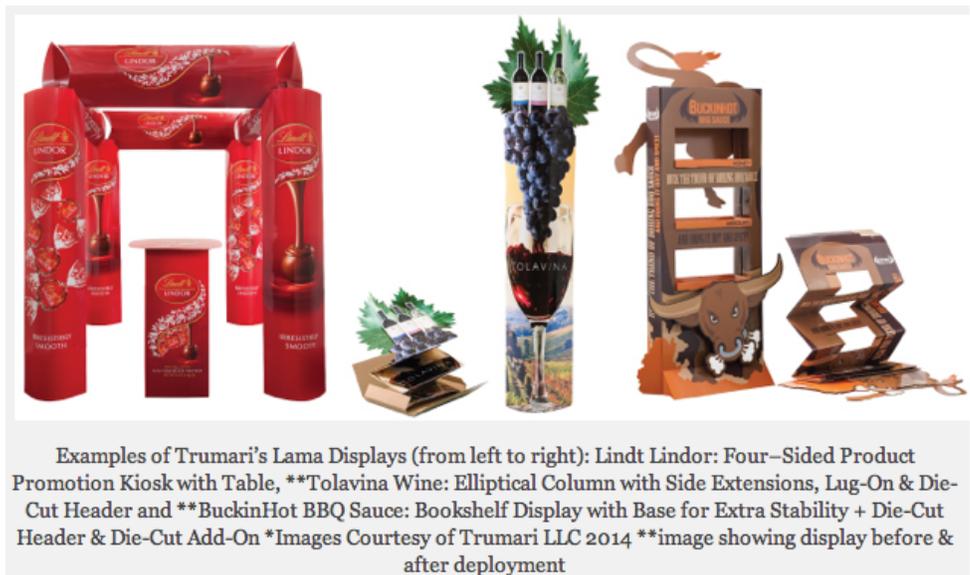
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Being Sustainable Is Possible for In-Store Marketing Producers

Did you know two-thirds of nearly 3,000 manufacturing companies responded to the 2012 MIT Winter Report saying, “sustainability was critically important to being competitive in today’s marketplace”? Erase the thoughts of wasteful processes when manufacturing/production companies come to mind and remember headlines such as “Beijing’s Neighbors Resist Transfer of Its Polluting Industries” and “Unilever paying \$4.5M for Clinton pollution” are just a couple of negatives stories in a sea of positive stories. We are here to set the record straight, the green movement is increasingly mainstream and sustainable business practices and delivery methods of many companies are helping chart a new, more environmentally focused path for our industry.

For example, one of POPAI’s member companies, Trumari®, recently shared great news in a press release. It mentioned their “Significant Growth as Demand for Eco-Friendly Lama Instant Foldable Displays Rises,” so we wanted to do more research and share how sustainable and eco-friendly our member companies and industry companies are.

The results, a lot of great companies are sustainable, eco-friendly, LEED certified, and more. Keep reading and see some of the facts and highlights from research and interviews with member companies such as Trumari, Ryan Scott, Inc., and Somerville Merchandising.



Examples of Trumari’s Lama Displays (from left to right): Lindt Lindor: Four-Sided Product Promotion Kiosk with Table, **Tolavina Wine: Elliptical Column with Side Extensions, Lug-On & Die-Cut Header and **BuckinHot BBQ Sauce: Bookshelf Display with Base for Extra Stability + Die-Cut Header & Die-Cut Add-On *Images Courtesy of Trumari LLC 2014 **image showing display before & after deployment

The Beneficial Shift of Being Sustainable

Being a sustainable company not only gives manufacturers/producers state, federal, or local government incentives, it also gives them a healthier work environment, an expanded client base, and “good feelings” about minimizing impacts on the environment and contribute to the planet’s overall sustainability. From the several interviews we conducted it is safe to say that most of the mentioned producer companies have been sustainable and eco-friendly since they’ve been established, but they’ve only started publicizing it since the early 2000s, when consumers began embracing environmental principles to address concerns about climate change. Alyson Meade, Trumari’s Sustainability Coordinator explained the shift on these views.

In previous decades, being sustainable was often believed as being more costly, particularly in the short-term. Once manufacturers began realizing the benefits over the long-term—including preventing pollution, reducing greenhouse gas emissions, using fewer resources and increasing community morale—there was still a mentality that putting “green” in the same sentence as marketing was taboo.

Fortunately, a shift has happened during the last ten years, as more companies and consumers have realized that environmental responsibility is not just about being good corporate citizens. It’s okay to market and admit that being sustainable can not only save a company money, but it can increase the revenue stream as well. Consumers are willing to spend more on products linked to social causes and/or environmental friendliness. Being eco-friendly and sustainable is here to stay, and it’s only going to increase.

Why The Increased Interest?

Trumari saw the increase in demand for its sustainable products during GlobalShop this year. The company’s GlobalShop press release states, “Trumari also noted that it anticipates double-digit growth in 2014, with companies continuing to look for eco-friendly, effective ways to revolutionize their brands.” Meade went further into detail in saying that at their GlobalShop booth, Trumari spoke to hundreds of visitors about the Lama; many from around the world, and questions about sustainability came up often.

Not only are sustainable displays better for the environment, they’re still effective and good-looking in-store solutions.

“As one of the most compact, easily deployable and highly effective promotional and product displays on the market, the Lama is an extremely effective branding tool. It’s visually-arresting, striking graphics are complemented further by the fact that it is extremely environmentally friendly,” says Meade.



An example of the Lama shipping box

The Lama displays, patented by Francois L'Hotel for Marin's International, are 100 percent reusable and recyclable (they fit in a regular recycling bin), while effectively promoting a brand in different and eye-catching ways. Trumari produces high-quantity orders in an eco-friendly ISO 14001 certified manufacturing facility. The displays are composed of recyclable paper, natural latex bands and vegetable and hybrid-based inks with low volatile organic compounds (VOCs). Lamas also have a small carbon footprint due to the lightweight structure and they ship sustainably.

For example, a typical Lama folds into two-inch tall shipping boxes that allow around 72 cases to be shipped in a container that would typically only hold 10 traditional displays cases. Trumari states on their website, "This can save you up to 40 percent in shipping costs compared to traditional displays." Not only is Trumari reducing their carbon footprint by shipping less and doing it during the night to emit less pollutants, they also employ state of the art equipment that uses less energy and operates more efficiently, and we recycle almost all of our waste.

Other Ways Producers Are Sustainable

The production process and facility used to make the Lama ensures Trumari's efforts of being sustainable, but not every producer has a "Lama." Ryan Scott, Inc. and Somerville Merchandising institute sustainability in a similar, but different way. They focus on a triple bottom line approach through economic, environmental and social solutions.

One approach that the RSI's Vice-President, Ryan Brevda, seemed most passionate about during our interview was re-purposing materials for their displays. The company owns land with three barns that they reclaim wood from on a case-by-case basis, but they think they can make at least 400 displays out of them. They've repurposed old tires from Greensboro Police Cars and they have a longstanding relationship with Preserve, a company whose trademarked slogan is "Nothing wasted. Everything gained."

"We approach most of our designs with the intent in trying to [use repurposed materials], but budget, time frames, clients' wishes don't always allow us to make it into the final design," says Brevda. Brevda continues on to say that all design projects for RSI start with sustainability in mind, but it ultimately comes down to the client's decision and budget.

Obtaining sustainable certifications through different programs is also another opportunity to become a more eco-friendly business. All companies mentioned in this article have multiple certifications, but it takes a whole team to enforce them on the worksite. Meade is Trumari's Sustainability Coordinator, but some companies have whole committees. Robert Thompson, Account Executive at Somerville Merchandising, mentioned his employer's "Terra Verde Committee." The committee garners input from all facets of Somerville and follows this mission statement:

At Somerville, we recognize that it is incumbent upon us as an organization to take initiatives that will facilitate a sustainable environment for future generations. We will conduct our business using ecologically sound processes that minimize our impact on the global community. To that end, we will continually research and seek out new technologies and materials that will support us in this mission.

Through their extensive recycling program, Somerville has been recognized by the Recycling Council of Ontario with the 3R Trendsetter Award.

Struggle to Be Sustainable

Producers establish eco-friendly buildings, abide by the ISO and sustainability guidelines, but sometimes clients can limit their efforts. There are a lot of brands and retailers who are publicly interested in sustainability (Burt's Bees, Timberland, Target, etc.), but others are more interested in the cost to produce and distribute the displays. Instead of using reclaimed wood they'll settle for not-so-eco-friendly injection molding version. But the plus side is producers are taking the time to research other sustainable, money-saving options for their clients. For example, through the work done by Somerville's Terra Verde Committee, they are able to find ways to recycle materials that typically would be a cost to discard.

All companies interviewed stated they try their best to work and produce sustainable products. Thompson states, "Working with our engineers, designers and project managers as a team, we [Somerville Merchandising] are always able to find ways to incorporate sustainable materials, and materials that can be easily recycled."

There is always a way for producers to be sustainable in some part of the process. How are you doing it?



RSI worked with Preserve to use recycled yogurt cups to create the above Burt's Bees Butter Bar Scrub display. Each display has a number on it that tells the store it was made with Preserve material and it should be sent back to them to be recycled again.