



# Green Nature Marketing

*-Leave Nothing Behind-*



In a healthy ecosystem  
nothing goes to waste.



**Uniting manufacturers, distributors, and generators  
with a Green Product Platform**



## Have we reached a point in our society where our everyday consumption patterns are putting a tremendous burden on our natural resources?

IN THE WORLD TODAY it can no longer be disputed we must be mindful of our actions, our consumption patterns and the overall effects they have on the health of the planet. Today, every consumer is affected by the shifting of natural resources and attitudes are transforming into beliefs. Today, purchases are being made based on how they interact with the planet and the effect products we consume have on our natural resources. We have the opportunity to become a society that embraces sustainability with our everyday actions —not because we should, nor because we must—but because the availability and the access to alternative products allow us to say that we can. Green Nature Marketing is dedicated to introducing products from environmentally responsible manufacturers to the ever growing consumer demands of sustainability. Green Nature Marketing has teamed up with these select manufacturers committed to a legacy of:

*-Leave Nothing Behind-*

**Sustainability:** A goal that aims toward preserving quality interactions with the local environment, economy and social system.

# We Can **CHANGE NOW!**

**THE GREEN MOVEMENT** is starting to be embraced and is gaining momentum as broader education of its underlying principles are recognized and understood. The movement has achieved significant endorsement from business organizations of all shapes and sizes, each with their own ideas, definitions, and concepts of what “green” means to them. While each organization may have their own interpretation there is one commonality they all share:

**Recognition that sustainable resources are not only good for the Environment, they are good for business as well.**

Green Nature Marketing has established (and will continue to expand) representation of a “family” of manufacturers that produce environmentally responsive products to meet the needs of sustainability. Green Nature Marketing connects these environmentally responsive products with the distribution networks in place to meet the needs of



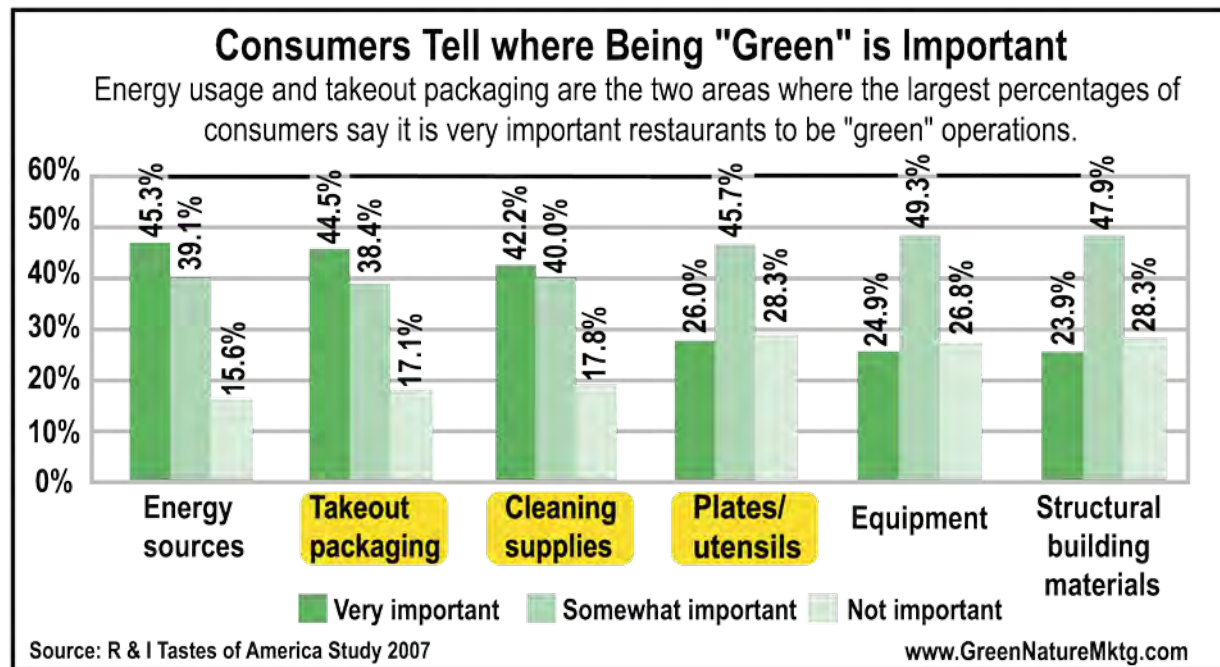
various channels established to satisfy the consumers’ demands. As the green movement continues to grow and its products and services increase, Green Nature Marketing is committed to help maneuver manufacturers, distributors, retailers and consumers through that evolution. We pledge to provide your organization with solutions which will enable you to achieve the sustainable strategies you have established.

## Green Nature Marketing SALES TEAM

- 25 years of distribution sales and management experience
- 20 years of manufacturing sales and management experience
- Proficient in Supply Chain Management
- Comprehensive family of green products
- Ability to transform non-renewable sources to sustainable sources
- Commodity to compostable selling skills
- Enhancement to commodity offerings

# Is the Green Movement a **FAD OR TREND?....**

IS THE DESIRE FOR SUSTAINABLE RESOURCES solely concentrated in energy? Will consumers change their buying habits in favor of products and companies that present a green platform? All good question with little qualifying sentiments or statistics. Below are two comprehensive studies that address what green means to consumers and what they place emphasis on when being asked to be "green." The surveys below were found in *Restaurant & Institutions Magazine Special Report* from September 2007, in the article "Green and Growing."



### What "Green" Actions Do Consumers Value?

R & I's Taste of America Study asked consumers how important they consider a variety of actions a restaurant can take to be more "green". Recycling efforts are considered most important.

ACTION	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT
Has taken steps to improve recycling of food and paper waste	49.9%	37.5%	12.6%
Uses enviromentally friendly cleaning supplies	45.6	40.8	13.6
Uses biodegradable materials for cutlery, napkins, beverage cups or takeout packaging	45.3	41.3	13.4
Has implemented design changes, such as adding thermal windows or ceiling fans, to conserve electricity, gas and oil	38.8	46.4	14.8
Has taken steps to reduce its use of electricity, gas or oil for cooking, heating or cooling	38.7	47.1	14.2
Purchases and serves organically grown or raised foods	24.0	51.2	24.8

Source: R & I Tastes of America Study 2007 www.GreenNatureMktg.com

**WHEN A MOVEMENT IS IN ITS INFANCY**, many areas seek out their identity. Currently, within the green movement a tremendous amount of terminology is being used with varying interpretations. At times you may even wonder if you are speaking the same language. Below is Green Nature Marketing's attempt to establish a base line of terms being associated with the green movement and what the generally accepted definitions are. Below are a few for your review:

**Biocompatible** As distinct from biodegradable, refers to products that break down not simply into basic elements, but into elements that are actually beneficial or not harmful to the environment.

**Biodegradable Material** An organic compound that can be degraded or converted to more simple compounds by microorganisms in the natural environment.

**Biological Nutrient** A biodegradable material posing no immediate or eventual hazard to living systems that can be used for human purposes and can safely return to the environment to feed environmental processes

**Carbon Footprint** The total amount of carbon dioxide (CO<sub>2</sub>) and other greenhouse gases emitted over the full life cycle of a product or service.

**Commingle** To blend together similar recyclable materials such as mixed brown, green, and clear glass but separate from disposable materials in the waste stream.

**Compost** A mixture that consists largely of decayed organic matter and is used for fertilizing and conditioning land.

**Cradle to Cradle** In cradle to cradle production all material inputs and outputs are seen either as technical or biological nutrients. Technical nutrients can be recycled or reused with no loss of quality and biological nutrients composted or consumed.

**Cradle to Grave** Cradle to grave refers to a company taking responsibility for the disposal of goods it has produced, but not necessarily putting products' constituent components back into service.

**Decomposition** The breakdown of organic wastes by various means. Complete chemical oxidation leaves only carbon dioxide, water, and inorganic solids.

**Dioxin** A highly toxic by product of industrial chemical processes, forms when chlorine is exposed to extreme heat. Commonly found where industrial waste enters the water, dioxin is most prevalent in waste from pulp and paper mills.

**Enzymes** A class of proteins produced by living organisms to speed up chemical reactions used to convert food into simple compounds for easy digestion and removal.

**Generators** Any residential or commercial facility that produces material to be disposed of through a waste stream system.

**Greenwashing** The practice of companies making their products appear to be environmentally sound by putting them in green packages, claiming they are biodegradable (when they are not), etc.

**Organic** Organic foods are grown without the use of conventional pesticides, artificial fertilizers, genetically modified organisms, human waste, or sewage sludge. They are processed without ionizing radiation or food additives. Livestock are reared without the routine use of antibiotics and without the use of growth hormones. In most countries, organic produce must not be genetically modified.

**Post-Consumer** Material that has completed its life as a consumer item and has been discarded for disposal or recovery. It often refers to paper products such as

newspaper, white paper and magazines, that have been recycled to make new products.

**Pre-Consumer** Material that has been discarded by commercial enterprise for disposal or recovery. Pre consumer waste often refers to material such as paper products that have been recovered from industry and recycled into new products.

**Product Life Cycle Analysis** To examine how much a product impacts the environment, it is necessary to account for all the inputs and outputs throughout the life cycle of that product, from its birth, including design, raw material extraction, material production, part production, and assembly, through its use, and final disposal.

**Recycle** The separation, processing, conversion and marketing of waste material like glass and aluminium from the waste stream so it can be converted into new and useful product.

**Reuse** To use a material more than once.

**Renewable Resource** A natural resource that can be replenished by natural means at rates comparable to its rate of consumption.

**Source Reduction** The reduction of weight and volume of waste being generated and consumed by making changes to manufacturing and production practices at the source of generation.

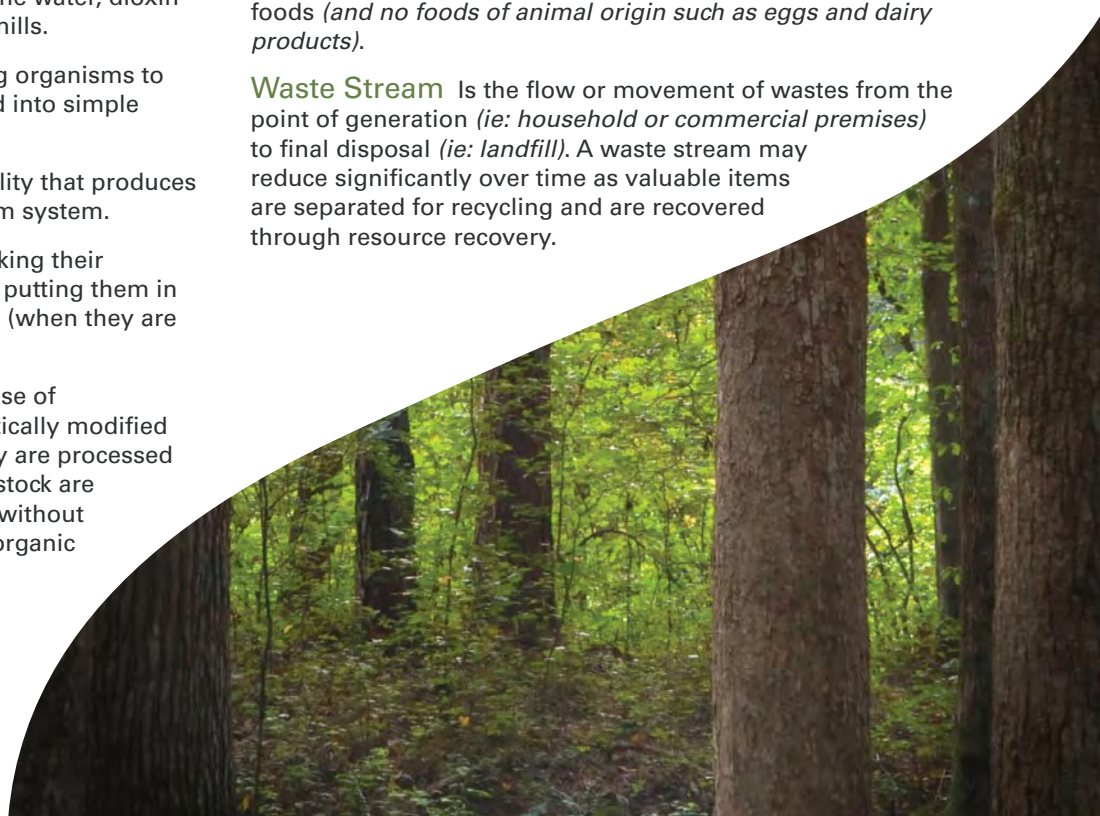
**Source Separation** The act of segregating recyclable materials from other waste products in the home or business for collection and transportation to a recycling facility.

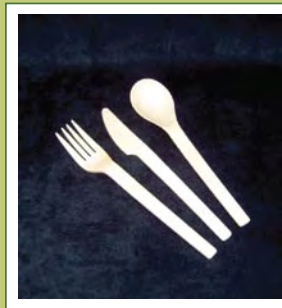
**Tipping Fee** A fee charged at a waste management facility for disposing waste based on the amount disposed.

**Vegetarian** Vegetarianism is the practice of a diet that excludes all animal, including poultry, game, fish, shellfish or crustacea, and slaughter by-products.

**Vegan** Veganism is a vegetarian who only consumes plant-based foods (*and no foods of animal origin such as eggs and dairy products*).

**Waste Stream** Is the flow or movement of wastes from the point of generation (*ie: household or commercial premises*) to final disposal (*ie: landfill*). A waste stream may reduce significantly over time as valuable items are separated for recycling and are recovered through resource recovery.







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