



Earth-Friendly Meets High Design

For nearly a year, *Promotional Impact* has been planning, designing & creating earth friendly/green gifts for the **GRAM** (Grand Rapids Art Museum) which is the first ever LEED Certified art Museum (and they're officially opening to the public October 2007)! The museum has high expectations for awesome design AND eco/earth friendly promotions and gift shop items. The Promotional Impact team was innovative, resourceful, and up to the task.

The result: there is an awesome showcase of items developed and supplied by Promotional Impact currently displayed at GRAM. You will see . . .

- 100% Post Consumer journal books, even the spiral ring is reclaimed metal!
- Organic Cotton custom made aprons!
- Organic cotton T-shirts in vibrant colors!
- Beautiful Euro-tote gift bags made from high content, post consumer waste!
- Gift boxes, hang tags & paper products which are not only 100% post consumer, but also acid and chlorine-free and are produced with wind energy!

Promotional Impact's Green Giftz Team Launches Eco-Friendly Corporate Gifts & Apparel

Organic Cotton farming reduces the mass use of pesticides, chemicals and water. The chemicals used in conventional cotton production are some of the most harmful known to man. Every year new chemicals are created to spray cotton crops as the cotton plant, and insects that invade it, grow immune to the current chemicals used. Organic cotton still requires a great deal of water to grow. Turkey and the USA are the largest producers of organic cotton, however it still only accounts for .03% of the world's total cotton production.

We hope you visit **GRAM** to see our awesome showcase on display w/in the gift store. We'd also like the opportunity to brainstorm with you to select the best ever green promotion to reflect your company's commitment to sustainability.

We have a full time staff person and an intern from the Aquinas Sustainable Business program compiling the most comprehensive database of earth friendly sources appropriate for corporate America EVER. Also, we've applied our specialty of making custom one-of-a-kind promotions to create our own eco gift items.



- **Karen Scarpino**
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