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Grand Rapids promotions company innovates first-ever earth-friendly logo products

By: Deborah Johnson Wood

Promotional Impact, a Grand Rapids-based company, recently launched a new division focused on 'green' marketing products and a line of promotional goods produced from clients' own scrap materials. Karen Scarpino, co-owner of the business, says that the sustainable story of the new division, [Green Giftz](#), is unmatched in the industry.

"If a client has jumped through the hoops to build a LEED-certified building, they want to go to a tradeshow and give away promo items that show they're committed to the environment," Scarpino says.

The [GRAM](#), the world's first [LEED](#)-certified art museum, hired Scarpino to create earth-friendly promo products for its gift shop.

"Their notebook covers are silver metallic, the pages are bright white, and the notebook is 100 percent post-consumer," Scarpino says.



To Scarpino, the exciting story is the use of client's scrap materials to produce unique gifts they can give to clients and employees.

"Why can a company make a fabulous sustainable chair, and yet the promotional products sitting on their clients' desks are so much trash?" she asks. "We're taking [Greenguard](#)-certified scrap leather and creating executive-quality business card cases, luggage tags, and key fobs."

Several clients have asked Scarpino to recycle their scrap materials, such as low [VOC](#) fabrics and metals, into gifts that their employees and clients will be proud to use.

"We've created a full line of one-of-a-kind pieces for [Herman Miller](#) using its Aeron chair fabric. The most recent is a duffle bag," Scarpino says. "We've taken the philosophy of being strategic solution providers and applied that to the sustainable market."

Source: Karen Scarpino, [www.greengiftz.com](#); Christine Hoek, [Articulate Communications, LLC](#) (courtesy photograph)

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