

Message-branded Reusable Totes Successfully Ignite Green Living and Practices for Californian Commercial Landscaping Firm, Cagwin & Dorward

- **Challenge:** Launching a corporate-wide green marketing strategy to aid in market recognition and encourage green practices internally and in the community.

“Green” is more than smart environmental strategy; it is also smart business strategy. Green-minded clients tend to seek like-minded vendors to provide needed products and services. Sowers of green practices reap measurable, long-term efficiencies and cost savings. And green organizations often enjoy great business windfalls, such as generous grants, rebates and tax incentives.

Cagwin & Dorward is working to “become part of the solution”. The commercial landscaper, with its own Green Office Team, uses eco-products to provide tree care, erosion control, environmental restoration, water management, landscape maintenance and construction through 13 service centers in the greater San Francisco Bay Area. The Green Office Team, helping to carry out Cagwin & Dorward’s environmental vision statement, maintains on the firm’s website a content-rich section dedicated to green: green living, green projects, green challenges and green ideas for green-minded individuals, organizations and community outreach.

Among the firm’s earliest and still-ongoing green challenges, designed to help themselves and others reduce their carbon footprint, was the BYOB (Bring Your Own Bag) campaign, which asks individuals to pledge to forgo paper and plastic grocery bags in exchange for reusable bags manufactured with recycled materials. To help employees and members of the community abide by that promise—as well as to highlight the firm’s commitment to and encourage environmentally sound practices at sales meetings, tradeshows and community and company-sponsored events—the team turned to the Internet for a supplier of reusable grocery totes.

- **Solution:** ePromos best-selling non-woven, 100 percent recyclable, long-handled market tote.

Googling “reusable bags” brought the team to the ePromos website and Promotions Specialist Kristan Bullard. Kristan helped the team sift through dozens and dozens of bags in every color, size and material to find the perfect one: our bestselling Non-Woven Market Tote. This 13 x 13 x 5-inch tear-resistant and water-repellant tote constructed of soft-textured polypropylene includes 20 percent post-industrial recycled materials and features 18-inch reinforced sewn handles, stitched seams and side and bottom gussets. Also, in keeping with Cagwin & Dorward’s green agenda, the bags are 100 percent recyclable, 100 percent hand washable, and 100 percent re-usable. The team also liked this bag because it is smaller than typical grocery totes so as not to overwhelm the products they planned to put inside, as well as because it is available in hunter green to match the Cagwin & Dorward brand.

- **Result:** Branded totes continue to bring firm recognition for—and continue to incent—green practices.

The BYOB-branded bags have been—and still are—a tremendous success, prompting regular reorders. The team uses the totes in myriad ways, using them as gift bags or to deliver business documents to corporate centers, homeowners associations, estates and wineries, as well as during tradeshows and community events, such as the first Earth Day Events held at Marin General Hospital and San Francisco’s famed Ghirardelli Square. Used as gift bags, the Sales team members include marketing materials in the bags during one-on-one customer meetings, while staff members receive them, filled with green swag, as rewards for participating in green projects and initiatives, such as coastal clean-up programs and creek restoration efforts. The team tucks wildflower seeds inside the bags and uses them to incent and reward children for asking questions during events. They tell us that recipients love the tote’s extra-long handles, which make for easy and comfortable shoulder carrying. The team also reports that the bags have had such a tremendous impact in spreading their green message that eco-conscious clients now regularly ask Cagwin & Dorward to participate in their green activities, events and forums as well. Brand message—spread.



epromos[®]
the promo know-how people

800-LOGO-216
www.epromos.com

Read more case studies at <http://ideas.epromos.com>

PROMIO KNOW-HOW