



LEADERPROMOS

Promotional Marketing Agency

SUSTAINABILITY POLICY

“Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs.”



Sustainability!

You can barely go a day without hearing about it. But what exactly is it all about and what does it mean to you?

Simply put, sustainability is the practice of living and doing business in ways that maintain balance.

For sustainability to be fully realized, we must make a difference in four distinct areas: **Human, Social, Economic and Environmental** - known as The Four Pillars of Sustainability.



The Four Pillars of Sustainability.

Leaderpromos believes that making better choices for the planet is our responsibility and are accountable at every level of business; Ourselves, the products we offer and the people and companies we do business with.

We've put together this brochure to illustrate how making even small changes in each of these four areas can have a positive affect on our world and future generations.

Leaderpromos Sustainability Policy

Leaderpromos recognizes that businesses can have a negative impact on the environment. We are committed to finding ways in which we can reduce the impact of our work as well as the products and services we offer.

It is our policy to:

- **Recycle as much waste material as possible.**
- **Avoid the use of paper wherever possible.**
EX: Sending invoices and quotes via email as PDF files.
- **Recycling equipment that is no longer of use to the company.**
EX: Donating hardware that we no longer use.
- **Keep energy usage low.**
EX: Making use of low energy light bulbs and motion switches.
- **Purchase products made with recycled paper.**
EX: Printer paper, paper towels, and bath tissue.
- **Purchase products with a lower environmental impact.**
EX: Environmentally safe soaps and detergents.
- **Avoid unnecessary travel.**
EX: Make use of email, video and audio conferencing.
- **Use low impact transport for traveling to work and for business.**
EX: Use public transport and offer incentives that encourage staff to cycle to work or to carpool.



Good For Your Brand. Better For The Planet.

People want to make better choices for the planet. Leaderpromos is making it easy by offering the best new products made from recycled materials, as well as eco-friendly alternatives.



100 million plastic water bottles are used worldwide everyday.

The average person uses **Approximately 500,** plastic sandwich bags a year.

Each year, an estimated **500 Billion to 1 Trillion** plastic bags are consumed worldwide.

40 Billion plastic utensils are wasted per year in the U.S. alone.



Green Solutions for Sustainability in Sourcing

Welly® (Drinkware)

Three percent of sales support efforts to bring clean-water solutions to communities worldwide.

XACTLY (Adventure Apparel / Gear)

This premium lifestyle brand with a social goodness mission has partnered with The Planet Water Foundation to provide the world's poorest communities with clean, safe water sources.

1% For The Planet (Lifestyle)

One percent of sales of EcoSmart products will be donated to nonprofits dedicated to protecting the planet

WOODCHUCK USA (Journals / Bar / Tech)

Plant a tree for every product sold. To date, they've planted over a million trees between 6 continents.



Green Solutions for Sustainability in Printing

Due to increased government regulation, public pressure and a desire to make production practices more efficient, the printing industry has been creating a new, sustainable green world.

The most significant green practices adopted by printers to reduce their impact on the environment include:

Responsible Paper Sourcing

- Ensuring raw materials come from environmentally sound sources

Using Soy and Vegetable-Based Inks

- More sustainable
- No VOCs (Volatile Organic Compounds) are released

Recycling of Used Aluminum Printing Plates

- Reduces the amount of waste that goes into landfills

Overall Energy Efficiency

- Using the most energy efficient machines and appliances available
- Conversion to CFL or LED light bulbs

Eliminating Wasteful Production Practices

- Utilizing on-demand printing and variable data printing
- Reduces the impact of wasteful overprinting





Recycling

Reduce the use of single-use products



Upcycling

Transforming by-products into new materials and extending the life of materials



Clean Water Initiatives

Supporting Initiatives that work to make clean water a global reality.



RPET

Products made from RPET can be re-melted and made into other products.



Wheat Plastic

A Biodegradable plastic that is made with wheat straw.



Biodegradable Materials

Products made from materials susceptible to degradation or resorption.

SMALL STEPS MAKE A BIG DIFFERENCE



Leaderpromos is an Earth-conscious business and was proud to be named a GreenSpot.

We customize a wide variety of recycled promotional products to showcase your brand while respecting the environment.



www.leaderpromos.com





INTERESTED?
LET'S TALK.



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