



Contact: Craig Davidiuk
Phone: 1 (866) 661 9696
Email: info@earthimprints.com

FOR IMMEDIATE RELEASE

HARMFUL PROMOTIONS ARE KILLING MORE THAN JUST A COMPANY'S IMAGE.

Industry Standards Lack Environmentally Friendly Alternatives.

Brand promotion isn't important, it's imperative. Yet the options to do so are by-in-large detrimental to the environment, or difficult to dispose of in a friendly manner. Pens, stress balls, t-shirts, hats... the list of logo emblazoned items that leave a large eco-footprint is endless. Or, more accurately, that list ends abruptly at the landfill where it lives for generations. Event planning insiders have even gone so far as to aptly dub it the '**Trinket's & Trash**' industry. Refreshingly, there is now an alternative providing eco-sensitive options in this multi-billion dollar industry.

Keep your name out of the garbage.

Companies, associations, and clubs can't simply stop marketing themselves. After all, these are proven methods of effectively getting a message to the public. Now however, environmentally conscious companies can put their marketing where their mouth is by choosing to use less harmful, or even harmless promotional products.

Earth Imprints dot com lays it all on the environmental line.

Tired of the promotion industry's lack of commitment to the environment, Earth Imprints dot com has been created to make a difference. Founder Craig Davidiuk explains, "In business for over a decade, I've consciously tried to make a smaller impact on the environment. Sadly, the majority of my industry's items are quite harmful so I decided to be part of the solution."

Being a member of the Advertising Specialty Institute of America, Earth Imprints dot com has access to over 15,000 companies supplying promotional products. In addition Davidiuk has spent years searching for suppliers outside industry channels.

"Vancouver is an exciting place to be right now" Davidiuk goes on to say, "We're lucky to have relationships with industry leading companies like Eco-Apparel and HT Naturals who are leading the way in measuring the environmental impact of their operations."

Straight Up: The Good, the Bad, and the Biodegradable.

Not all eco-friendly products are created equal. Take the increasingly popular grocery tote bag. According to *The Wall Street Journal*, the U.S. alone goes through 100 billion plastic shopping bags annually. Reusable totes are great at reducing this number yet many are made with petroleum and can not be recycled. This is why Earth Imprints dot com has created a rating scale on all of their products. That way people know the benefits and concerns of each and every item available.

Earth Imprints makes a win, win, win scenario for business, consumers and the planet.

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For more information contact: Craig Davidiuk (p) 866.661.9696 (e) info@earthimprints.com