

Green Marketing Just Got Easier

Full Line of Eco-Friendly Promotional Products from EcoBranderers Helps Green Marketing Professionals Deliver a Consistent Message

RENTON, WASHINGTON, Mar. 29 -/E-Wire/-- Pens, lanyards and drinkware made from recycled materials; t-shirts, caps and tote bags made from organic and other alternative fabrics... these are the types of products that environmentally responsible organizations are now using to promote their image and brand name.

Realizing that there was an important need not being met in the world of green marketing, EcoBranderers set out to do something about it, and has been impressing marketers from both small and large organizations by presenting them with hundreds of options they never knew they had. This new opportunity has many green marketers excited, as they know that putting their logo on eco-friendly promotional merchandise provides their organization additional opportunity to "walk the talk", and prove their commitment to sustainable business practices. These products are being utilized for client gifts, employee incentives, event promotion and direct mail campaigns.

Since corporate responsibility doesn't stop at the environment, EcoBranderers also offers several Fair Trade products, as well as many that are made in the U.S.A. "In the past, these types of products have been very difficult, if not impossible, to find", says Stacey Matheson, Founder and President of EcoBranderers. "We've experienced a great deal of enthusiasm from our clients, excited by all of the options they have, and happy to be doing business with a company who's values are aligned with their own." The company features many of their products on their website, www.ecobranders.com, and in their tree-friendly electronic catalog.

Promotional products have proven to be a staple ingredient in the corporate marketing mix, to the tune of over 18 billion dollars in 2005, according to Promotional Products Association International, the industry's international not-for-profit trade association. Corporate responsibility is gaining strength every day, and that message needs to be communicated consistently by those companies that are making a difference. EcoBranderers makes it their business to bring the two together, for what they call "values-driven promotions".

About EcoBranderers - EcoBranderers, a corporate merchandising firm, is a leading provider of eco-friendly promotional products, including apparel. The company's extensive offering includes products made from resources such as recycled materials, organic cotton, corn plastic, soy, bamboo and industrial hemp. Stacey Matheson, who has over 5 years experience in the promotional products industry, founded the company in April 2006.

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