



MEETING PROFESSIONALS INTERNATIONAL

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EcoBranders Promotes Green Marketing with Eco-Friendly Product Line

Pens, lanyards and drinkware made from recycled materials; T-shirts, caps and tote bags made from organic and other alternative fabrics; and Fair Trade items.

These are the types of products that environmentally and socially responsible organizations are now putting their logos on, and using to promote their brands. And though these products were once difficult to come by, that's no longer the case thanks to EcoBranders, which aims to change the world one promotional piece at a time.

The company, founded just over a year ago, is the first promotional merchandise firm in the U.S. to fully specialize in, dedicate 100 percent of its resources to and aggressively market a line of eco-friendly promotional products. The company offers thousands of products—including apparel, drinkware, caps, bags, office supplies and more—all of which can be customized with organizational logos. Their line also includes several Fair Trade products.

Promotional products have proven to be a staple ingredient in the corporate marketing mix—to the tune of over \$18 billion in 2005, according to Promotional Products Association International, the industry's international not-for-profit trade association.