



Media

EcoBranders Leads Transformation in Promotional Products Industry

Promotional products are a staple of the way businesses promote themselves—at conferences, trade shows and other events. It's an 18 billion dollar industry and a powerful way to get the word out by leaving something tangible in customers' hands.

But when so many products are being given away, questions are raised: how sustainable is this practice? How can it be done in the most environmentally-responsible way? [EcoBranders](#) leads the promotional products industry in answering those questions.



EcoBranders is a corporate merchandising firm that offers a full line of customizable eco-friendly promotional products, but beyond that, it is dedicated to providing its green marketing clientele with a growing, extensive selection of environmentally and socially responsible product options, allowing them to promote their organization or event in a manner consistent with their values. In the past, these types of products have been hard to find, but EcoBranders is on a mission to change that. Part of its commitment means offsetting the carbon emissions associated with shipping its products through Carbonfund.org's CarbonFree Shipping Program.

EcoBranders Founder and President Stacey Matheson spent eight years in the promotional products industry, and EcoBranders was born of her personal concern and dedication for the environment. The first year she struck out on her own, it was business as usual, selling conventional promotional products. But as she looked deeper into the market for suppliers, she came across manufacturers using recycled materials. "That first year, I had to really look around and do a lot of homework," said Matheson. "I had to work hard to get products out in front of green marketers."

The reaction ultimately proved worth the effort. "Back in April 2007, companies were very excited to find EcoBranders because it was so rare to be able to speak to someone intelligently about these great eco-products," said Matheson. "Now lots of companies are following our lead and capitalizing on it, which is really a good thing for the environment. It happened faster than I ever thought possible."

Matheson first heard about Carbonfund.org when she read about [evo](#), the Seattle-based action clothing company. evo was a launch partner with the CarbonFree Shipping Program, and after doing some research of her own, Matheson liked what she read. "I knew I wanted to find a way to offset the shipping of our products, because that's a huge portion of our footprint," she said. "Carbonfund.org fit the bill. I liked that they're a nonprofit, which means they're mission-driven, and my experience with them has been fabulous."

EcoBranders's extensive offerings includes products made from sustainable resources such as recycled materials, organic cotton, corn plastic, soy, bamboo and industrial hemp. The company also feels strongly about promoting social equity as well as protecting the planet. It offers as many products as possible that are manufactured by companies adhering to Fair Trade principals. In addition, it's very proud to offer many products made in the U.S.A.

For more on EcoBranders, visit www.ecobranders.com.