



The Sustainability Movement

Promotional products backing a global cause

Sustainability is becoming an increasingly important topic for companies all over the world. Businesses, industries, and groups are taking action to provide the needs of today's society without jeopardizing the generations of tomorrow. Prioritizing commitment from everyone in the organization can be extremely beneficial to a brand. Adoption can help the bottom line by driving brand loyalty and long-term value.

Millennial consumers are the driving force of sustainable and eco-friendly products.¹ They want products that align with their core values and beliefs. With this group now holding decision-making power in the workforce, sustainability will become increasingly important when sourcing promotional products.

Pinnacle Promotions is proud to offer our customers a vast supply of sustainable and more eco-friendly products and apparel. Here are the trends we're seeing pop up in the industry:

- **Natural Materials**
- **Brands that Give Back**
- **Upcycling**
- **Growables**
- **Organic Foods**

¹ "Was 2018 The Year of the Influential Sustainable Consumer? U.S. Sustainability Market to Reach \$150 Billion by 2021." *Neilsen*, 12-17-2018, <https://www.nielsen.com/us/en/insights/article/2018/was-2018-the-year-of-the-influential-sustainable-consumer/>

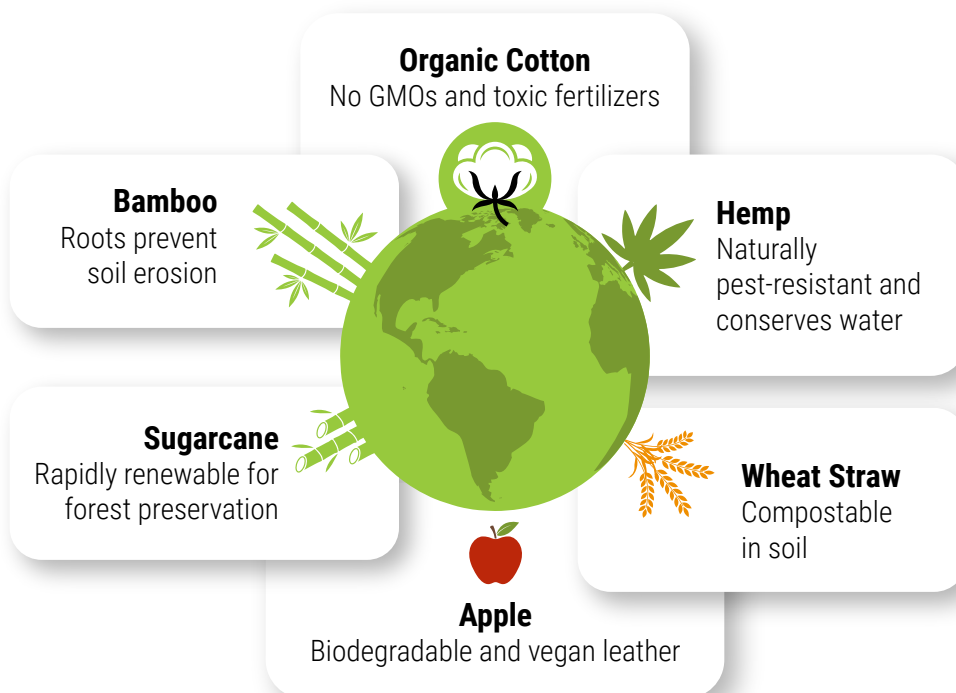




Natural Materials

Businesses looking to reduce their carbon footprint - while spreading awareness of their brand - can do so with high-quality promotional items made of natural, biodegradable materials. 72% of consumers associate the reputation of a company with the quality of their promos.² By choosing sustainable products that recipients want to hang on to, brands can be assured that their promotional investment has been well-placed.

Our industry is evolving and producing more goods made from natural materials.



Traditionally, the apparel industry has been a heavy contributor to the world's greenhouse gas emissions. With plant-based fabrics and materials emerging in fashion, we can help reduce our carbon footprint, improve air and soil quality with nature-made materials over synthetic textiles.

Less dependence on fossil fuels and a shift toward natural materials allow our industry to create quality merchandise that resonates and excites an environmentally-conscious target audience.

² "The Promotional Products Industry Strategy Notes: Highlights from the 2019 Consumer Study." 2019 Consumer Study, PPAI Research, 2019, <https://www.ppai.org/media/5482/ppai2019consumerstudysummary.pdf>



10 oz. Wheat Cup



Parkland Kingston Plus 15" Computer Backpack – exterior made from 100% recycled water bottles



Gaia Bamboo Fiber Bento Box



Brands that Give Back

Sustainability is great for brands, just as it is for the environment. More than 90% of CEOs have stated that sustainability is important to their company's success.³

Several retail brands have an established corporate responsibility branch that contributes positively toward societal goals. Pinnacle Promotions is proud to sell products from these brands, which give back to every community they touch.

- **MiiR®** - With every sale, MiiR donates a portion of revenue to a global organization. Their focus revolves around supplying clean water sources, environmental preservation, and building strong communities that are sustainable for the future.
- **The North Face®** - The outdoorsy outerwear giant works to protect the places it lives and plays in. Water conservation practices, recycled textile programs, and improving facilities are how The North Face honors the environment.
- **Columbia Sportswear®** - Driven to preserve natural resources and landscapes, Columbia Sportswear makes every effort to self-govern their impact on the planet. They do this through innovative manufacturing processes and shared earth-friendly beliefs and practices across their supply chain.
- **Alternative Apparel®** - Mindfulness of their impact is how Alternative Apparel gives back. This brand focuses heavily on eco-friendly materials, recycling programs, greener manufacturing methods, and maintaining a safe work environment for employees.

Brands with a cause can make a difference in a community, a habitat, and on a worldwide scale. Consider outfitting your team with corporate apparel and branded merchandise that looks good, feels good, and does good. It's your chance as a company to give back with name brands you love.



MiiR Vacuum Insulated Wide Mouth Bottle - 20 oz.



Alternative Eco-Jersey Crew T-Shirts

³ Hoffman, Andrew J. "The Next Phase of Business Sustainability (SSIR)." *Stanford Social Innovation Review: Informing and Inspiring Leaders of Social Change*, 2018, https://ssir.org/articles/entry/the_next_phase_of_business_sustainability



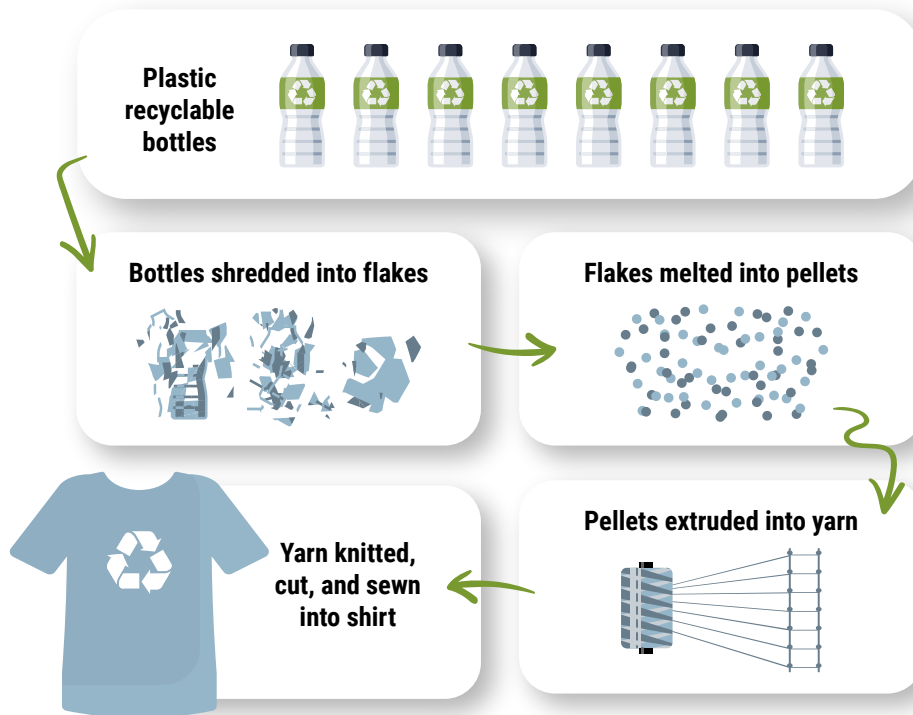
Upcycling

Millions of tons of recyclable plastic needlessly end up in landfills each year.

One of the ways to help reduce landfill waste is through upcycling, a general term for taking something old or used and turning it into a valued product. In our case, single-use PET (polyethylene terephthalate) bottles are being upcycled and transformed into promos like jackets, T-shirts, blankets, tote bags, and more!

The manufacturers we work with do this through rPET, recycled polyethylene terephthalate. After the rPET is processed, it's made into several lines of eco-friendly apparel and promotional items.

Here's how it's done:



Upcycled promos make excellent gifts and giveaways for your sustainably-minded customers and employees. rPET items help make a statement and reinforce your brand messaging.



LINCOLN Dye-Sublimated Felt Amenities Pouch



Uni-Ball Micro Roller MPR



Cycle Recycled Drawstring Bag



Growables

Growable promos are sprouting up everywhere. Made from biodegradable materials, these items - journals, table coasters, ornaments, and pencils - will simply amaze when received as a gift and after their use is complete. Once finished, these promos can be planted in soil and will bloom into flowers, herbs, and vegetables.

So, how do they work? Embedded seeds.

Seed paper is a material that's used in many plantable promos. The seeds are fixed within the recycled paper and when the recipient is done with their item, they can plant it, nurture it, and watch it grow!

Sprout™ pencils are another sustainable item to look out for. They're lead-free and leave behind zero waste. Once the pencil is down to its stub, stick the seed capsule end in the soil for it to bloom.

You'll love the way your audience reacts to a growable promo. An environmental approach to your gifts and giveaways is a helpful reminder to the customers of your conscious efforts to go green and reduce waste.



Sprout™ Pencil with Double-Sided Basil Seed Paper



Seed Paper Journal



Organic Foods

Surprising clients with organic foods and beverages can bring considerable wealth to the ecosystem.

Buying organic means purchasing foods that were cultivated using only green farming practices - no synthetic fertilizers or genetic engineering. All-natural ingredients, no preservatives.

Organic farming helps to increase soil nutrients, enhances biodiversity, conserves water, and limits the release of greenhouse gasses. Pinnacle Promotions offers customized organic food options that fully support your green initiatives and campaigns.

Organic foods are on the rise. We'll help you find a tasty treat your customers will find highly satisfying.

In Conclusion

Our industry is changing the way it develops and sources promotional products. Through innovation and mindful thinking on account of the environment, we're creating fun, quality promos that are more energy-efficient and reduce waste.

As a leading promotional products agency, it's our job to keep our customers informed on new trends emerging into the market and provide them with the best ideas on how to incorporate sustainable goods into their marketing campaigns.

Make a positive impact on the Earth with sustainable merchandise from Pinnacle Promotions. We're here to help you with all of your eco-friendly branding needs. Now and in the future.



A Token of Appreciation

Yum! organic milk chocolate bar



Bold and sweet rose earl grey tea



Fresh and zesty citrus ginger tea

About Pinnacle Promotions

Pinnacle Promotions is a leading promotional marketing agency with expertise in **design, sourcing, and the production of branded merchandise** and **corporate apparel**. Since 1994, we've helped some of the world's most recognized brands and institutions select quality products that are flawlessly customized and delivered fast.

We're proud members of the 1% for the Planet organization and are committed to providing the highest standards of business ethics, sourcing, product safety, environmental stewardship, philanthropy, and community development.