

# Xena's Promo Battle Tips Issue 15

*A sales warrior's guide to getting the most from  
your promotional product dollar*



April 2008

Wow, are you seeing this?

From the left, from the right, from above and yes, from the ground beneath our feet, **eco-products** are flying at us from all angles these days, as suppliers move fast to meet the demands for products that are "green."

In this issue, we'll look at what you and I need to pay attention to so we can sift the **eco-jewels** from the **eco-junk**.

Read on,

Jenn

## Eco-Junk

### Deciphering quality from crap in green products

I think I'll always be sorry I missed the 60's. I'd have been a far-out hippie, marching with my long haired brothers and sisters as we fought for the whales, the farmers and the planet. So you can imagine my excitement at the growth of "eco" products in the promotional industry.

At least once a week, and sometimes every day, suppliers bring me new green products for your promotions. But just like non-eco products, there are spectacular eco-products, and then there is **junk**.

**Eco-junk** could do more than just disappoint your recipient, regardless of your good intentions. It could backfire, making you look like just another company that jumped onto the green wagon because it's "good business", but didn't quite walk the talk.

If that biodegradable pen arrives in a plastic pouch that is neither biodegradable nor recyclable, the message is lost and you've given them the gift of package-waste.

If the backpack made of recycled pop bottles falls apart at the seams from the weight of a pair of runners and a couple of books, it's junk and it's on the fast track to the landfill. The "oh, wow" that greeted the item when you gave it them will



## Great and Useful Links

### [The Xena Tips Archives](#)

[Image Group Inc.](#)



[Join Our Mailing List!](#)

quickly spin into "oh, crap" and some of it will stick. To you and your company.

"Eco" is not synonymous with quality and the "eco" factor, as I see it, is blown to little green smithereens if the quality or packaging of these products doesn't carry through with the eco-message.

*"So, how do I save myself from a promo ecological disaster?"*

Glad you asked. Cue the Mommas and the Pappas, dim the lights and relax cause it's really very simple.

1. **Quality:** How do you know what is quality and what is sub standard? By using the senses you were born with - get samples and taste them, smell them, feel them, look at them. Do what you need to do to make the most informed product choice you can and never sacrifice quality in the name of "saving the earth".

2. **Packaging:** Consider the package of the eco-product you choose, and when possible select products with recycled or biodegradable packaging that fits the message of the product.

After all, what is so great about that bamboo eco-friendly pen if it arrives packaged in a non-recycled cardboard box with some toxic glued-in foam insert?

3. **Product Origin:** Give some thought to the distance your product has to travel, and consider choosing a locally supplied product. North American suppliers offer thousands of quality, cost-effective product options for your promo-needs. Shorter distances to transport means, less energy consumed and fewer emissions. Of course, it's not always possible to choose within your own continent, but it's good to know there are more options now than ever before in our industry.

So I missed the Age of Aquarius, but it seems to me that now is a great time to be a part of this world. To be a part of an industry that is making a difference, offering us products that support the earth while creating opportunities for your brand.

Keep your discerning eye on *all* the eco-product choices and I'll be doing the same. That way, between the two of us we can avoid the junk and get to the gems.

**Product Hotspot:**  
Custom Seed Products that Grow



Seeds in envelope packages with a one color logo are *not* new.

But take wildflower seeds, mix them in with *recycled* paper, add a die cut shape such as a dollar sign, or an earth and more and *then* print with your custom design and you have a truly eco-product with a

fabulous message behind it.

I can't imagine a better time than now to support your environmental commitment than with a product that is 100% back-to-the-earth. Click [here](#) to see the products you can customize for your brand.

### About Xena Sales Warrior



As your **Promotional Products resource and creative consultant**, my goal is to give you outstanding value, inspired choices and economically sound solutions to your promo-needs.

Working together, we'll find the best ways to communicate your message and have you shine like my polished sword among your peers.

**Bottom Line:** Making you look great every time.

Creatively yours,

Jenn Forgie  
**Xena Sales Warrior**  
[jf@imagegroupinc.ca](mailto:jf@imagegroupinc.ca)  
[www.imagegroupinc.ca](http://www.imagegroupinc.ca)

Copyright 2008 Jenn Forgie. A.K.A. Xena Sales Warrior.  
Don't even think of copying this e-newsletter unless you are extremely adept in the art of sword fighting in an iron dress or have received the exclusive written permission of Xena herself.