# materials matter.

Even small choices can have a BIG IMPACT.

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TSECO

Here's the scoop on the materials used in some of our greener writing instruments. We know you'll love them as much as we do!

#### **Post-Consumer Recycled Paper**

The ECOL Retractable Pen (55064) has a body made of 60% post-consumer recycled paper. This material gives new life to a note, newspaper, or piece of homework that an eco-conscious someone tossed into their recycling bin.

#### **Recycled PET**

The RPET Dart Pen (56041) touts 87% recycled plastic in its makeup. PET is the most common type of resin and is used in containers that hold anything from water to shampoo to peanut butter. This discarded packaging is recycled and finds its way into a variety of different products.

#### **Pre-Consumer Recycled Plastic**

The Tri-Stic® RPET Pen (TSECO) as well as the BIC® Ecolutions® versions of the Clic Stic<sup>®</sup> (CSECO) and Round Stic<sup>®</sup> (RSECO) Pens all contain over 50% pre-consumer recycled plastic. Made from scrap or discards, this Earth-friendlier alternative saves manufacturing waste from the landfill.

**Click for more details on these greener** choices for writing instruments from koozie group\*

kooziegroup.com | keep the good going®



what's on the unclude counts!

RSECO

## creating kooziegroup promos that matter

Choosing products with an eco-slant isn't just the *right* thing to do, **it's also good business.** 

### Consider these ideas for a greener promo.

 Materials
 Look for items made from recycled or sustainable materials.

 Mailing? Make sure your packaging is eco-friendly, too!

Use Choose products that can be used multiple times or that replace a disposable item.

Give Financial let's get straight to the point!

Longevity Pick promos that are useful.

R

**77%** 

motivated to purchase

from companies

committed to making the world

a better place.\*

A CASE

Our **KG Factor** icon identifies products with a high likelihood of being kept or gifted as determined by an impartial survey of end consumers, **lessening their environmental impact through longevity**. **FUN FACT!** The average writing length of a ballpoint pen is almost 3,000 feet.\* No surprise, BIC makes some of the **longest-writing pens in the world**.

Marketing for a Cause Tie your campaign to a cause that matters to your brand for additional impact.

**The Company** Ask about your suppliers' corporate social responsibility practices to make sure they **practice what they preach**.

A large credit union wanted to highlight their corporate social responsibility efforts during their new member campaign. Using the theme *Straight to the Point*, they talked not only about their services but also focused on their sustainability efforts and community involvement. Every new member received a welcome package made up of carefully selected items made from eco-conscious materials, including the BIC® Ecolutions® Clic Stic® Pen (CSECO) that is made from pre-consumer recycled plastic and also carries the KG Factor designation. The credit union also pledged to donate 50 of the same pens to local schools when someone opened an account with them. The campaign succeeded in bringing 17% more new members on board compared to the previous year.

Valid through December 31, 2023. While supplies last. Visit kooziegroup.com for complete details including most-up-to-date pricing and production times. Koozie Group\* products are rigorously tested to confirm compliance with CPSIA and other North American product safety laws and standards. All of Koozie Group\* broduct SKUs are Prop 65 compliant and a majority do not require a Prop 65 label when shipping to California. Koozie Group\* broduct SKUs are Prop 65 compliant and a majority do not require a Prop 65 label when shipping to California. Koozie Group, the Koozie Group\* logo, kooziegroup.com, and all related trademarks, logos, and trade dress are trademarks or fkoozie Group and/or its affiliates or licensors and may not be used without written permission. ©2023 Koozie Group, Clearwater, FL 33760. MP3302 "Sources: Harvard Business Review; University of Reading, United Kingdom