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For Immediate Release

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## **Windsor Marketing Group Receives High Marks On Its First Green Audit**

*Green Marketing, Inc. Observes Earth Friendly Technologies and Programs*

SUFFIELD, CT (December 15, 2008) – Windsor Marketing Group has engaged national environmental consultancy, Green Marketing, Inc. to perform a sustainability audit and develop a strategic plan for continuous improvement. The green audit furthers Windsor Marketing Group's commitment to being an environmental leader within its industry and its community.

Based in Denver, Colorado, Green Marketing, Inc. conducted its initial walk-through October 3, 2008. The tour exposed the following favorable, existing conditions with regard to Windsor Marketing Group's sustainability initiatives:

- The formalized Windsor Waste Management program reviews output from the production process each day to monitor sustainability initiatives;
- Emissions are monitored and documented in a weekly report of VOC evaporation;
- 80% of all paper used is Forest Stewardship Council Certified;
- 100% of all waste paper generated in the manufacturing process is bundled and shipped to recycling facilities for use in future products;
- Environmentally-friendly soy-based inks and UV printing technology are used to mitigate toxic emissions;
- A fully digitized screen process resulting in the elimination of several steps that produce waste. Windsor Marketing Group was the first large facility in North America to implement digital screen printing technology;
- All plates used in the printing process are recycled;
- Solvents are recycled and re-used, and water is re-used after having been separated from the solvent;
- Centrifuge utilized to remove solvent from cleaning rags so they can be reused;
- The PH content of the "press wash" is neutralized so the formerly volatile liquid can be safely recycled;
- The company's newly built, energy efficient facility incorporates T5 lighting, resulting in vastly greater energy efficiency;
- A time-sensitive heating system is employed, which automatically heats the facility when needed, resulting in efficiencies;
- Pallets are made from recycled plastic and are, therefore, durable rather than disposable as is the case with wood pallets;
- All hazardous waste is trucked offsite;
- Wastewater discharge is filtered to neutralize the PH so that harmful compounds are not released into the environment;
- The facility's carbon filtration system completely changes out air six times an hour resulting in optimal air quality throughout the plant.



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Green Marketing, Inc. will work with Windsor Marketing Group to compose a sustainability plan mapping environmentally friendly improvements the company will implement in the coming years. Darrin Duber-Smith, President of Green Marketing Inc. explains, “Windsor Marketing Group is committed to creating a safe and clean environment for their community, their employees and their future. As the company continues to grow, it will create and execute strategies that are healthy for the environment and set an example for their industry and their community. For Windsor Marketing, sustainability is here to stay.”

Windsor Marketing Group’s commitment to environmentally friendly practices goes beyond the inner offices and work areas of their facilities. During winter months, snow and ice are removed from the company parking lot only using wire brushes. Windsor Marketing Group does not use any salt or treated sand to clear its lots thereby ensuring the purity of local ground water.

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#### **Windsor Marketing Group**

Windsor Marketing Group helps retailers increase sales by developing, manufacturing and distributing in-store marketing programs that captivate shoppers and inspire them to buy. The company is committed to enhancing the shopping experience, increasing basket sizes, and stimulating impulse purchases. Since 1978, Windsor Marketing Group has served over 3000 retailers.