



Use **Green** (sustainability certification) to make **Green** (\$\$\$\$'s)!

## **ARE YOU HAPPY WITH YOUR MARGINS?**

**As a leader, have you done everything you can to maximize this year's margins?**

**Have you done everything you can to maximize next year's margins?**

**Per Nielsen, a certified sustainable company, promoting same, enjoys a 5% year-on-year price increase. Its non-sustainable competitors grow prices 1% year-on-year.**

**If you are not a certified sustainable company, and enjoying the promotional benefits of same, per Nielsen, you are leaving 4% on the table, year-on-year.**

### **Summary of Our Role**

- We do the work to get you certified as sustainable
- We help you find/regain competitive differentiation
- We help you lower your operating costs and improve efficiency
- We help you promote the certification, driving sales/revenues/image
- We help you attract, retain and improve the performance of, key employees
  - We help you profitably acquire and retain new customers
  - We allow you to participate in our United Nations program

### **End Game – Value to You, the Business Owner/Manager**

- Differentiation from competition, positively impacting sales
- Improved employee health, wellness, attitude and performance
- Improved financial performance (lower costs / higher revenues)
- Improved valuation / brand image / public image / market influence
  - Energy savings pay for certification cost

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Learn how you can use **Green** to make **Green**!