



Doing the Right Thing can lead to a Good Thing!

In 2020, how will you influence the largest buying group?

- At + 25% of the population, the 19 - 39 year olds are the largest consumer buying group.
- According to Forbes, they disbelieve 99% of all traditional advertising – anything a company says about itself or its products, without a 3rd party verifying same, is rejected as a false claim.
- Further, per Forbes, before visiting a company or purchasing a product, they review a company's environmental standing and 9 out of 10 (87%) of them will then purchase from, and remain loyal to, a company that has proven (certified) its environmental standing.

They will decide your fate before you get the chance to meet them.

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

- It is the right thing to do
- 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

Call 844-722-3937 or email dgoodman@edenark.com