



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

What if there is a way to differentiate your business from the competition, generating...

+10% Sales and +20% Net Income gains...
...and improving full time employee GDP up to \$7,000/ea...
...while using a service that has a +99% chance of paying for itself...
...with a guarantee for the few times it may not?

- At + 25% of the population, the 19 - 39 year old Millennials are the largest consumer buying group today.
- 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, they review a company's environmental standing and 9 out of 10 (87%) of them will purchase from and remain loyal to, a company that has proven its environmental standing.
- These 2 billion consumers (+80 million in the US) will decide your fate before you even shake their hand.

Summary of Why and What

- Differentiating from the competition needs to occur when they are reviewing you
- We took the world's Gold Standard for sustainability certification – the ISO 14001:2015
- Customized it for SMEs (small to mid-sized businesses), to dramatically lower the cost
- Added promotion of the certification for you, to drive sales/revenues/image
- Added an employee performance enhancement program, using Neuro Regulation
- Gained United Nations publication, which you can participate in

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

Call 844-722-3937 or email dgoodman@edenark.com to learn how you can use **Green** to make **Green**!