



# A Green Guide

**Green is not a trend.  
Green is not a fad.**

Regardless of personal opinion about the cause of global warming, the fact is that the earth's resources are limited and it is up to everyone to preserve and protect them. Not only can the promotional products industry do its part by offering attractive and effective eco-friendly options, but it can better respond to buyer requests through enlightened and knowledgeable promotional consultants and with products that are recycled, recyclable and reusable.

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