

Electronic Distributor Sets The Bar for Businesses Going Green



Over the past year HPI International has taken monumental initiatives to Go Green within the company. The environmental movement within the company was initiated and led by Executive Vice President Amy Berger. "Going Green is not just something that should be done from a business standpoint, it is something that people should be living in their everyday lives" said Berger who is fully committed and devoted to the Green Movement from a business and non business standpoint.

Internally the Go Green Campaign consists of policies to conserve resources and cut wastefulness at the same time. HPI has done so in numerous ways including communicating with customers through email only. Five years ago, HPI began an initiative to send all invoices, advertisements, and circulars via email. Other initiatives include a double sided printing function on all printed materials for all staff members, painting all walls white to absorb heat thus, resulting in lower energy consumption throughout all seasons, and a company wide campaign to take steps to reduce the electric bill by \$100 per month.

Externally the campaign is designed to create public outreach. HPI has taken steps to identify green vendors and work with these vendors to offer green products. The company currently carries The Going Green Try Tech Box which is a bundle of environmentally efficient products from GE, iluv, and Transcend. The packaging is completely recyclable. The Try Tech Box has already generated quite a buzz and is a hot seller on the company's site <http://www.hpi.com>. To continue spreading the going green message 2% of profits from the sales of green products are donated to an environmental charity of the company's choice during April Earth Month.

Church Hill Classics launched their "Frame My Future" Scholarship Contest back in September, and it has been a huge success, with over 415 entries to date! Entries will be accepted through March 31, 2009. Complete scholarship details and a link to view submitted entries may be found at: <http://www.framemyfuture.com>.



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