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P R O M O

YOUR RESOURCE GUIDE TO EARTH-FRIENDLIER MERCH

# FLYER

SAGE 69443 ASI 57371 PPAI 536045

## EARTH-FRIENDLIER MERCH FOR EVERY DAY



Wheat Frames:  
50% Wheat 50% PP

Natural wood/  
bamboo/cork frames



using carbon-negative ink made  
in the USA with algae and water,  
replacing petroleum-based inks.



100% Recycled  
Materials and  
Algae-Based Ink



100% Recycled  
Plastic Frames

### Your Brand, Made Earth-Friendlier:

- Sunglasses made of 100% post-industrial recycled plastic from car headlights.
- Our brand new algae-based ink option reduces carbon footprint by 200% compared to petroleum-based inks
- Give merch a longer life with thoughtful design and messages people will rewear

### PERFECT FOR:

Making merch with an eco-conscious impact all year long at GIVEAWAYS • SHOWS • RUNS/FUNDRAISERS • GIFTS • FESTIVALS • RETAIL PROMOS • & MORE

### WHY IT MATTERS:

When merch feels personal and useful, it stays in rotation and out of the trash.



REACH OUT TODAY  
FOR VIRTUALS, SAMPLES, AND PRICING!

→ add your logo and contact info here

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# SOCIAL POST



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## CAPTION

Choose Earth-friendlier merch, like our 100% recycled plastic sunglasses and recycled apparel printed with algae-based ink. Earth Day is one day. Making merch people want to keep? That's how the impact lasts all year.

# EMAIL BLAST

Subject: Let's make Earth-friendlier merch!

Dear \_\_\_\_\_,

This is your reminder: Earth Day shows up once a year, but the merch you choose impacts the planet forever.

We put together a quick read on how smarter merch choices and better design can make a real difference long after Earth Day has passed.

👉 Read the blog here. Then hit reply and let us know how we can help you source earth-friendlier merch for every day.

Talk to you soon,



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# BLOG (LINKEDIN ARTICLE)



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## Earth-Friendlier Merch for Every Day

By now, you've seen the Earth Day posts, the scary stats, the sobering images. It can start to feel like background noise. But here's a fact that deserves your attention: since the 1950s, we've made over 8.3 billion metric tons of plastic, and 79% of it is still sitting in landfills or polluting our oceans.

A lot of what we produce is made to be used once, then forgotten.

That's why how merch *lives* matters just as much as how it's made. When something sticks around—a pair of sunglasses you keep in your car, a tee you actually wear—it reduces the need to make something new. Less production means less energy use and fewer greenhouse gas emissions from harvesting raw materials.

So, how do we keep things better for the Earth?

Our sunglasses are made to be kept. They're built better than typical giveaway frames and made from 100% post-industrial recycled plastic. And our black frames come from mixing the leftover colored plastics that have already been recycled once. Small details, but ones that give existing materials a longer life.

The same thinking applies to apparel.

This year, we introduced a carbon-negative option to lineup. Our algae-based ink reduces the carbon footprint of the imprint by 200% compared to plastisol (a.k.a regular inks). AND by printing on Allmade's 100% recycled cotton tees we increase the positive impact. Recycled fabrics can cut carbon emissions by up to 80% compared to conventional tees, while using far less water and fewer chemicals. It's real impact, built into the merch.

But none of it matters if people don't use the merch. Good design makes a difference. A message someone connects with, placement that feels intentional, and smaller design elements make items more likely to stick around.

When merch feels personal and useful, it stays in rotation and out of the trash. Earth Day is one day. Making merch people actually want to keep? That's how the impact lasts all year.

# FEATURED PRODUCT LINKS

- [AL3000-ALGAE](#)
- [RD010-H](#) (50% Wheat, 50% PP)
- [W1010M](#) (natural wood)
- [AD010](#) (like most of our frames -100% recycled plastic)
- [W1016](#)
- [W0585](#)

**THANK  
YOU!**

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