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Sustainability Leaders Encourage Expo Attendees To Start Small, Remain Committed



Sustainability & CSR in the Promotional Products Industry

Industry leaders in sustainability and corporate social responsibility (CSR) shared valuable insights during educational sessions at The PPAI Expo Conference. Denise Taschereau of Fairware and Teresa Fudenberg of Storm Creek emphasized the importance of confidence in selling sustainable products and targeting the growing market for sustainability. Reba Joy of Genumark encouraged starting small and building sustainability initiatives gradually, while Brianna Mazze of St Regis Group stressed the significance of collaboration and knowledge-sharing within the industry.



Education is Key

Education doesn't stop with your team members – promo firms have a duty to enlighten their customers about the importance of sustainability, too.

“We got tired of people saying, ‘Our customers don't care about that,’ so we launched the Storm Creek Sustainability School™,” Fudenberg says. The program teaches both distributors and end users about the fashion industry's pollution problem while offering practical steps to embrace eco-friendly practices.



Teresa Fudenberg, CEO of Eagan, Minnesota-based Storm Creek (PPAI 438091, S6), added that sustainable product sales are consistently growing and that it's a market that distributors should be targeting.

“Don't discount being part of [sustainable product sales] by not offering them in the first place even if they weren't asked for. **Simply offering choices is a sustainable move.**”

- Teresa Fudenberg, CEO