

Project Green Blog Post for Branch-Smith
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Shifting to Sustainability Makes Good Business Sense

It is encouraging to see consumers trend toward environmentally-friendly products. But what is just as exciting is the fact that more nurseries, wholesalers and retailers are not only recognizing the importance of sustainability, but are wholeheartedly introducing it into their unique environments.

At Horticultural Identification Products (HIP), our aim is to meet customized needs for innovative, earth-friendly labeling solutions. We began to turn the corner on sustainability when our customers – nurseries, and their customers, garden centers - began to ask for “green” products that were not yet in our inventory. Naturally, my interest was peaked, and I wanted to know more about the topic. So, I visited several growers and garden centers to find out what their customers were purchasing and requesting when it came to environmentally-sound products. Today, I can proudly say HIP has been on the cusp of the sustainable movement. We were among the first to produce environmentally-conscious labeling options with the launch of our BioTag, EcoTag and Repel products in 2007, and each has been a top seller.

Simply put, we have a goal of being a big supporter of sustainable practices for our customers and for their customers. Many of our customers have told us our green tags give them one easy way to incorporate sustainability without a lot of cost and effort.

BioTags are made of biodegradable plastic and are produced using state-of-the-art polymer technology that relies on bio-based products rather than fossil fuel-based resins. Repel is a water-resistant, paper tag material containing 30% post-consumer waste. EcoTags are a degradable alternative to traditional plastic plant tags that are manufactured using wind power as one energy source.

In addition to in-house testing, our HIP BioTag product has met rigorous standards set by the American Society for Testing and Materials (ASTM) - one of the largest voluntary standards development organizations in the world - for compostable plastics and aerobic biodegradation.

ASTM tested the composition of BioTag and has reported that the polymer base resin of the tags is fully compostable, which means growers and garden centers have the assurance these tags are proven to be sustainable labeling options.

By integrating best practices into our respective businesses, and sharing what we have learned about sustainability with our peers, I believe we can make a difference. At the end of the day, as business owners and corporate citizens, it is not just about the bottom line; it is also about making a positive environmental impact where we are, in our own corner of the world.

Bob Lovejoy
President / CEO
Horticultural Identification Products (HIP)

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Bob Lovejoy is the president of Horticultural Identification Products (HIP), a customized tag and labeling products company dedicated to providing creative marketing solutions to the horticulture industry. Based outside of Greensboro, N.C., in Thomasville, HIP is known nationwide for satisfying horticultural identification and marketing needs of all types, from customized creative conceptualization to final production.

Notes to the Editor:

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