



Today, US consumers are concerned about the environment. Research shows that when purchasing products and services, approximately 50% look for energy-efficient labels, are more likely to purchase the products and services of environmentally conscious companies and are more loyal to these companies. Furthermore, 30% of consumers interacting with eco-friendly businesses are less concerned with price and willing to pay a premium.¹

Like it or not, consumers don't see environmental issues as hype and the trend is here to stay. Only a small fraction of consumers, about 9%, regard sustainability as a fad.² Companies are responding to consumer attitudes, implementing Corporate Social Responsibility (CSR) programs, and developing "Green Messages" such as *The Natural Bourn Leader* for Chevy's Hybrid Tahoe, *Green Works* from Clorox, *Crate & Barrel's Eco-Friendly Arbor*, and the Anheuser Busch *Our Pledge* campaign.

Sustainable Ads™ from iKS provide companies with a digital marketing program that is environmentally conscious and makes business sense. Benefits include:

- ❖ **Elimination of paper products:** The pulp and paper industry consumes energy, water, and 42% of all wood harvested for industrial uses.³ Furthermore, it is the third largest emitter of global warming pollution in developed nations.⁴ Approximately 17 trees are used when producing 1 ton of paper,⁵ and the average person consumes two pine trees worth of paper every single year.⁶ While recycling reduces consumption of natural resources and polluted waste streams associated with the process, digital advertising is the only promotional medium that completely eliminates these dangerous environmental factors.
- ❖ **Elimination of ink and transportation emissions:** The volume of ink consumed in product promotion is alarming to environmentally conscious consumers. Waste ink and the plastic containers holding the ink must be disposed of in special hazardous landfills, and an estimated 350 million ink cartridges are thrown into US landfills every year.⁷ Sustainable Ads™ allows our advertising partners to re-use ads, and takes away energy costs associated with transportation because with the touch of a button digital ads can be distributed over a large geographic footprint in just minutes.
- ❖ **Energy Efficient Computing:** Sustainable Ads™ electronic displays utilize low-energy backlighting, as well as the latest in LCD screens and computer components specifically designed to be energy efficient. In fact, an entire system draws less power than a 100-Watt light bulb.



¹ Source: North American Technographics® Retail, Marketing, Customer Experience, And Service Benchmark, Q4 2007

² Source: Forrester Research, Inc.

³ Source: National Resources Defense Council

⁴ Source: Food and Agriculture Organization of the United Nations

⁵ Source: University of Virginia, <<http://ecosys.drdr.virginia.edu/paperfac.html>>

⁶ Source: Landcare Research.

⁷ Source: Articles Base, <<http://www.articlesbase.com/marketing-articles/digital-retail-signage-color-it-green-573214.html>>