



Eco-Conscious Marketing Audit

Reducing waste and choosing sustainable materials.

- Material Sourcing**
Are your promo and apparel items made from recycled, organic or FSC-certified materials?
- Production Method**
Are you using print-on-demand (POD) to eliminate the 20–30% of inventory that typically goes to waste?
- Packaging Audit**
Have you swapped plastic polybags and non-recyclable fillers for biodegradable or curbside-recyclable alternatives?
- Fulfillment Footprint**
Are you shipping from a central location to reduce the total “miles traveled” for your brand assets?
- Product Longevity**
Are you choosing “high-utility” promotional products (e.g., quality tech or durable drinkware) that customers keep, rather than “disposable” items that end up in landfills?