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FOR IMMEDIATE RELEASE
Blink Marketing Launches Sustainability Campaign

When it comes to sustainability, the promotional products industry is re-defining what it means to embrace environmental stewardship and provide marketing solutions that can positively impact sustainability scorecards.

At Blink Marketing, we understand that the relationship between promotional products and sustainability has been overlooked to some extent in the past due to the sheer enormity and diversity of product offerings in the industry. For this reason, our Vice President of Quality and Operations, Kyle Earing, is dedicated to collaborating with our suppliers to ensure any products labeled as “sustainable” are truly created as such before they make it into the hands of end users. Few distributors in our industry have the expertise and dedicated personnel, as Blink does, to vet their products to ensure they are created through sustainable practices. According to Earing, “We are consistently striving towards making small changes in our business and across our entire supply chain as we embrace being the catalyst for change across our entire industry”.

While we cannot directly change consumer behaviors, we can provide more sustainable options while mandating our supply chain make continuous improvements. Blink’s commitment to deliberately elevating the need to produce sustainable products with our factories across the world has given rise to a multitude of product options that seamlessly align with many clients’ brand messages. In order to ensure new products and production processes are reliable and consistently deliver on Blink’s Quality and Compliance requirements, Blink Marketing has expanded its factory auditing capabilities and product qualification process to evaluate all elements of sustainability. The incorporation of sustainability within the realm of Quality and Compliance continues to be a winner with our factory leaders and our clients’ brands.

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This is where the real change is happening.

This year's Earth Day theme is "Invest in Our Planet" and that is exactly what we are doing here at Blink Marketing. We have invested in educating and driving change in not only our factories, but in our day-to-day business operations. "It's a great feeling to be able to provide environmentally-friendly products that align with the needs of our clients while also positively contributing to a more sustainable planet," said Michal Van Meter, Manager, Account Management Team.

Interested in creating more sustainable, environmentally friendly products to support your company marketing initiatives? Looking for more information on Blink's sustainability program? We would love to chat! Please contact us at hello@blinkmarketing.com.

Blink Marketing's Sustainability Kit:

Insert Card

Printed on 100% linen that is 30% recycled material and green seal certified. Printed with vegetable-based printing inks.

32 oz. Wide Mouth Nalgene Sustain Bottles

From the new line of sustainable bottles made with 50% recycled content. Each Sustain Bottle is created from resin powered by next-generation recycling technology that transforms plastic destined for landfills into high performance, BPA/BPS and phthalate-free bottles.

Reusable Tote

Material is 100% certified RPET with custom heavy duty thread stitching, custom interior label and 100% recycled cardstock hang tag.



UPS Carbon-Neutral Shipping

Carbon-neutral shipping aims to reduce the carbon footprint associated with shipping packages.

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