



Environmentally Aware Promotional Products Promote Environmental Values

Global Advertising Products Pty. Ltd. has released a new e-Catalogue containing what is believed to be the largest range of eco / green / environmentally themed promotional products within the Australian industry.

Sydney, Australia, July 04, 2008 --(PR.com)-- Environmental Awareness is a growing cultural change within our society. Many companies (and their customers) now aim to act in ways that minimise harm to our environment.

In order to assist companies in their efforts to use more environmentally aware products within their corporate merchandise ranges, Global Advertising Products Pty. Ltd. has released a new e-Catalogue entitled "Environmentally Aware Promotional Products 2008-2009". This catalogue features what is believed to be the largest range of eco / green / environmentally themed promotional products within the Australian promotional products industry. Included are both products commonly available within the industry, as well as products specifically manufactured or imported by Global to meet the growing needs of companies to portray an environmentally positive image.

"Other promotional products organisations have released similar catalogues before", states Marketing Manager Matthew Cummins. "However these have either been limited in range or are not provided with full pricing. This has made them less useful as a tool for investigating the inclusion of environmentally friendly product options as part of the marketing mix. Our catalogue is not only comprehensive and fully priced, but also contains a variety of products unique to our range."

Benefits of utilising environmentally aware / green / eco friendly promotional products are two fold. Firstly they provide organisations with an opportunity to reduce the harm to the environment of their marketing activities, while still utilising all the benefits promotional products have to offer as a marketing tool. Secondly, in most cases the fact that the products are recycled, are from renewable resources, or have other environmental benefits can be clearly seen through the design of the products, or through printed information on the items themselves. This allows companies to promote to their customers the fact that customers are working with likeminded organisations who share their concerns for the environment, and who value environmental protection.

A free electronic copy of the new e-Catalogue is available from the following link:

[http://www.adproducts.com.au/environmentally_friendly_pr ...](http://www.adproducts.com.au/environmentally_friendly_pr...)

Further information can also be gained by contacting Global Advertising Products on 1800 060 305.

Global Advertising Products Pty. Ltd. is a full service promotional products distributor, servicing clients Australia wide. In addition to the range of eco friendly promotional products, major company strengths include an in-house production facility, Beijing based sourcing and order management office, full warehouse and distribution facilities and a strong team of specialists covering areas such as sales, graphic design, creative product selection and job management. Global offers a 100% Guarantee on all orders.



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Online Version of Press Release:

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