



Products for a more sustainable lifestyle...

www.goinggreensolutions.com.au

'Easy Being' February 09 WHOLESALE e-newsletter

Happy New Year! Now that we have settled into 2009 it's time to plan ahead to help make our society more sustainable with a few ideas I have come across during my break. Please feel free to email me to add to these thoughts/ ideas of myself and others! **Cheers, Sean**

Wholesale customers please note:

- Wholesale price list available on request
- Minimum purchase of \$500 applies (let us know if this poses a problem)
- Pre-payment before despatch
- To order: either call or email us, or login to website and use shopping cart (when logged in, wholesale pricing shows instead of retail). Any problems, contact us...

Green living solutions...

Here are some ways you can make your work place and community a more sustainable place to live...

*"There is no such thing as one sustainable business, or one sustainable household. We must be part of a sustainable system. Move from a competitive mentality to one of cooperation in order to build a whole local economy based on humane and sustainable living."**

Generosity is one of the better traits we have as people. If you can afford it, donate part of your business profit to charity or offer 'not for profit' or volunteer run organisations reduced rates.

'Buy Local First' studies show that when you spend \$100 in a local store \$45 recirculates into the local community compared to \$11 if it's spent in a big name store, so by supporting local retailers - especially those who sell locally made products like farmers markets—you also support your local community and it's future!

* Judy Wicks— "Building a Global Network of Local Living Economies" Australia, May, 2008

Pop into our stall and say hello at the Sustainable Living Festival At SLF: Fed Square, Feb 20th-22nd!

The 6 Sins of green washing!

1. **Sin of the Hidden Trade-Off** Committed by suggesting a product is green based on a single environmental attribute, even when another attribute is environmentally unsound.
2. **Sin of No Proof** - Any environmental claim that cannot be substantiated by easily accessible independent information.
3. **Sin of Vagueness** - Claims that are poorly defined or too broad to be substantiated
4. **Sin of Irrelevance**- Making a claim that may be truthful but is unimportant or unhelpful.
5. **Sin of Fibbing**—Committed by making environmental claims that are simply false.
6. **Sin of Lesser of Two Evils**—May be true in the product but detract from the greater environmental impact of the product.

So try to read between the lines of the marketing that takes place in almost every aspect of life. Help to support the real green products!

Product reviews/news Feb 09

• **PLA lined paper cups are the perfect green coffee cup.**

They look and feel like conventional plastic coated paper cups, but are 100% compostable.



- **Our new shop is going great at 937 Main Rd, Hurstbridge.** Pop in Tues-Sat, 10am-5pm (4pm Sat.) and browse, pick up orders/ samples and check out our beautiful town!!

February wholesale subscriber specials

1. Buy a carton (1000) of 8 oz PLA lined coffee cups and receive an areca palm leaf fibre picnic pack set for 6 people (value \$12.95)

2. Buy 10 reams of 80 GSM sugar cane paper and receive a pack of 10 presentation folders at no extra cost. (value \$13.47)

Take advantage of these subscriber-only deals—place your order now!



Remember to wear red clothing on February 3rd to protest about the 5% target for reduction of greenhouse emissions the Rudd government has set for Australia. Write to your local M.P. to voice your opinion!

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