



# Everything You Need To Know About Eco

From consumers to corporations, the focus on sustainability has never been stronger. This quick guide will help you stay up to speed on all things eco.





## Look For The Leaf

When you see this green leaf, it means a product is part of the Eco collection. Made with eco-friendly materials, one percent of sales are donated to environmental nonprofits through a partnership with 1% For The Planet.



Well Aware builds clean water systems in Africa, providing sustainable solutions to scarcity and contamination.



One Tree Planted is committed to global reforestation: One dollar plants one tree.

## Eco-Friendly Retail Brands

Drinkware, bags, apparel, housewares – even paper made from recycled stone. Find something for everyone from these eco-friendly brand partners.





## Better Alternatives

Biodegradable, recycled, organic – alternative materials make these eco products better for the planet.

### Materials



**Bamboo:** Durable, highly renewable and 100% biodegradable.



**Organic Cotton:** Harvested sustainably and responsibly to minimize the impact on the planet.



**Recycled Cotton:** There are two types: Pre-consumer, which is salvaged from the manufacturing of cotton goods, and post-consumer, which comes from used tees, towels and upholstery.



**rPET:** Recycled Polyethylene Terephthalate. It's a fancy way to say "recycled plastic." Used in bottles and containers, PET is the most commonly recycled plastic in the world.



**REPREEVE®:** High-quality fibers and resin made from 100% recycled materials, including post-consumer bottles and pre-consumer industrial waste. The materials are certified, traceable and sourced from bottles at high risk of entering the ocean.



**Wheat Straw:** This rigid, durable stalk left over from wheat harvests is similar to a hard plastic.



Eco-friendly promotional products help people remember your brand and prove you're a socially-conscious business, it will also help build customer loyalty. Contact your Talbot Sales Representative today to get started on your next project!



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The Forest Stewardship Council®, or FSC® for short, is an international nonprofit that promotes responsible management of the world's forests. The FSC® is responsible for the wellbeing of forests and forest farmers around the world. The organization takes precautions to ensure that forests are grown ethically and sustainably.

The FSC® Chain-Of-Custody certification traces the path of FSC®-certified products from forests through the supply chain, verifying that FSC®-certified material is identified or kept separated from non-certified material. The process ensures that the FSC®-certified products you buy are from responsibly managed forests.

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