



Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

BalanceLogic

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Marketing, Web and Graphic Design, Bookkeeping, IT and Business Consulting

Member since May 2014

Management and Leadership



Environmental Policy Statement

BalanceLogic is committed to reducing its impact on the environment. We will strive to improve our environmental performance over time and to initiate additional projects and activities that will further reduce our impacts on the environment.

Our commitment to the environment extends to our clients, our staff and the community in which we operate. We are committed to:

- Comply with all applicable environmental regulations;
- Prevent pollution whenever possible;
- Train all of our staff on our environmental program and empower them to contribute and participate;
- Communicate our environmental commitment and effort to our clients, staff and our community; and
- Continually improve over time by striving to measure our environmental impacts and by setting goals to reduce these impacts each year.

Signed: Bill Campbell Date: 5/13/2014

Printed/Title: Bill Campbell / CEO

Waste

Solid Waste Reduction and Reuse

Within our graphic design department, concepts are created digitally and sent via email either internally for revisions or to clients for approval. This practice greatly reduces the amount of paper being printed in the office.

When we do have to print internally, for weekly staff meetings for instance, all documents are printed double sided. All invoices are sent via email rather than mailed. We also use filtered water instead of bottled water in the office and have a re-usable set of coffee mugs for use in the office instead of paper cups.

Recycling

BalanceLogic recycles the following items each month:

- *Plastic Products*
- *Glass Products*
- *Paper Products including scrap paper, magazines and newspapers*

Our standard practice for cardboard boxes that are received from shipping is to reuse between 80% and 85% of them in the office. Any that cannot be reused are recycled.

We also recycle our ink cartridges through Staples.

Energy

Energy Efficiency

BalanceLogic recently replaced our traditional 75W light bulbs in our office with energy efficient CFLs. This replacement will result in an electricity savings of 7,615 kWh and an electricity cost savings of over \$800 annually.

Transportation

Efficient Business Travel

Within the IT Department, all issues that arise with clients' networks, server or computers is first looked at remotely. Many times, issues can be resolved by an IT staff member through remote access. This saves time and many miles that would otherwise be traveled to the clients' locations.



Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.

Learn more at www.green.maryland.gov/registry

