



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.

Indigo Direct Group

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Marketing Communications Agency

Member since February 2013

Management and Leadership

Environmentally Preferable Products and Services

As a marketing company, Indigo Direct Group's main line of business is the dissemination of commercial communications. This has traditionally been a business that emphasizes mass distribution of printed materials. Our approach, on the other hand, has been to educate our clients on the benefits of selective targeting and personalization of printed materials versus mass production, and using online consumer touches via social media and email in place of some or all offline communications. While a smaller printed campaign often involves higher costs per piece due to lesser economies of scale, we have proven to our clients that added levels of personalization afforded by the smaller production quantity creates higher response rates that can generate attractive returns on investment. We also emphasize more selectivity in choosing lists of recipients. In a business where unsolicited marketing materials can have a 0.25% response rate, 99.75% of the materials go directly to the waste stream without achieving its intended effect. Encouraging more selectivity in a mailing can be expected to improve this rate by tenfold or more.

Environmentally Preferable Purchasing

Indigo Direct Group frequently engages with print vendors to produce marketing materials on behalf of clients. Our company's policy is to evaluate the measures being taken by our business partners and choose environmentally considerate processes wherever available. We look for papers with high post-consumer recycled content and soy-based inks. Primary consideration is given to one particular print vendor, Linemark in Upper Marlboro, for its use of wind

power as its sole power source for running its facility (<http://bit.ly/VHtKCR>). On jobs produced by them, we encourage our clients to include their Printed by Wind Power logo to show ecological responsibility.

Environmental Restoration or Community Environmental Projects

Indigo Direct Group encourages staff participation in community environmental projects by allowing this to be done on company time. In the past year, our principals have engaged in reforestation efforts at Irvine Nature Center (<http://irvinenaturecenter.net/plant-a-tree/>). This effort involved maintaining the protective guards placed on saplings planted on many acres of former farmland.

Transportation

Employee Commute

Indigo Direct Group's principals hold weekly meetings dedicated to business development. Since the company's founding in 2009, these had been held in person, on site. Beginning in 2013 every other meeting is being conducted by teleconferencing. This initiative is expect to conserve over 450 miles annually.

Efficient Business Travel

Our company maintains a remote office for purposes of mail delivery and meetings with clients, but encourages our principals to conduct the vast majority of work from home. The adoption of technology that fosters collaboration (such as Dropbox) affords us to have the same degree of interaction but without requiring travel to the remote office. Were we to have a typical in-office setup, a daily round-trip commute for 2 principals to the remote office 30 miles away for 252 business days would result in 30,240 miles travelled annually.



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

