

PRESS RELEASE

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Greenville, South Carolina
Anderson, South Carolina
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Graphic Design Firm Goes Green & Saves Money

The Green Movement is transforming the way all of us do business. In early 2008 Locke Design Omnimedia, which strives to be a community leader and believes in the power of change one company at a time, began a sustainable initiative. This began with the simple change of emailing invoices instead of mailing them. The change caused a carbon emission savings of over 5,000 pounds per year into the atmosphere and saved the company well over \$1,000. Locke Design saw that small savings can add up. What if every business did the same?

Although Locke Design is located in a building built in 1978 the company has found creative ways to make the office green. The firm replaced lighting with compact florescent lights which use less energy and produce less heat. As they remodel, sustainable materials are chosen and paint with low VOCs is used. Plants in the office reduce toxins in the air and all organic cleaning supplies are used. Further, Locke Design recycles paper, ink cartridges, cardboard and plastics and eliminates the need for such things by using electronic documents, filtered water, reusable plates, glasses and towels. Natural light is also used when possible eliminating the need for artificial light. Electronics are switched off when not in use decreasing excess power usage.

Locke Design found that consumers want to do business with green friendly companies! Clients are also demanding natural vegetable based inks, recycled and responsibly forested papers to be used in printing designs by the firm. Customers many times are willing to pay a bit more for eco-responsible products.

For more information on green business practices contact David Locke at Locke Design Omnimedia toll free at 800-648-0683.

Please visit Locke Design's Green Design Page online at <http://www.lockedesign.com/#/green-design>

Please visit Locke Design's press room at <http://www.lockedesign.com/#/press-lounge>