GREEN DEPOT

1-STOP SHOP FOR GREEN BUILDING MATERIALS & SOLUTIONS
10 Locations. 20 Warehouses. Boom Truck Delivery 24/7. FSC COC Carrier.
What is the retailer's role in getting customers to care about safer “green” products, and what are the challenges to doing so?

The Bad News and the Good news...
THEN. NOW.

THESE ITEMS ARE NOT MUTUALLY EXCLUSIVE.
EXTERNAL CHALLENGES

Chemicals Regulation

Consumer Understanding

Greenwashing

Greenwash is disinformation disseminated by an organization, etc., so as to present an environmentally responsible public image.

-Oxford English Dictionary
“87% of global consumers expect companies to consider societal interests equal to business interests.”

Source: Edelman, November 2010
Even when considering some of the most basic purchases, over 50% of Millennials use four or more sources of information to help them make their purchase decision and about 33% use seven or more sources.”

Source: Edelman, October 2010
EXPECTATION ECONOMY

Higher. Faster. Stronger. Longer. Better... Greener
Create Triple Bottom Line Value.

How do you stack up?

1. PEOPLE
   - caring about your customers, employees, and communities

2. PROFITS
   - making an honest and accurate profit

3. PLANET
   - minimizing environmental impact and giving back to the earth
Internal Operations & Logistics

Be Aspirational.
Corporate Product Criterion

Vendor Assessment | At Green Depot, all of our products are assessed through our proprietary FILTER to ensure their veracity:

- ✔ Product Performance
- ✔ Product Composition
- ✔ Chemical Screen
- ✔ Embodied Energy
- ✔ Energy Efficiency
- ✔ Manufacturer Profile

Ensure Quality Control. Foster Education & Leadership.
Boots vows to phase out baby bottles containing chemical

Thursday, 1 April 2010, Jerome Taylor

Boots said yesterday it would phase out baby bottles containing BPA within "a few weeks". In a statement released last night, Britain's largest chemist said that the new version of their own brand baby bottles are no longer made with BPA and that the older models would be phased out shortly...