

Case Study: StraightUp Solar

Who: StraightUp Solar is a Midwest-based solar installation company and a certified B Corp with more than 2,800 solar installations for homeowners and businesses across Illinois and Missouri. They bring solar dreams to light from concept and design to development and installation.

Need: StraightUp Solar wanted to provide something to hand out to kids at a college basketball game. Initially, they wanted to order therapy stress relieving balls, but when their EPP rep explained this product is geared toward health professionals and school counselors, StraightUp Solar went in another direction. They wanted an item that was on brand, uplifting to the community, cost-effective, and would not end up in a landfill.

Solution: StraightUp Solar ordered bookmarks with a seeded sun shape. As a solar company dedicated to caring for the planet, this giveaway involving growing flowers was a perfect choice. The company values community and education and the bookmark also promoted youth literacy. StraightUp Solar takes great pride in their B Corp Certification and chooses promotional products from a fellow B Corp that represent their brand sustainably while putting smiles on the faces of those who receive them.

