

Case Study: Strata

Who: Strata is a marketing and communication solutions company that offers a wide range of client-driven answers to help solve complex business challenges. Strata believes that the best way to help a business achieve its marketing goals is through focusing on the people that work there.

Need: Strata wanted to steer away from single-use products in application of their “small changes for a big impact” motto. They wanted to provide employees with sustainable alternatives to disposable plastics that can be utilized in and out of the office. Their main goal was to supply these products so staff and clients can support both Strata and our planet.

Solution: Strata ordered reusable produce and snack bags, as well as BeesWax wraps, to act as an eco-friendly source of office snacking. They also ordered notebooks, utensils, and tote bags to represent their brand sustainably. Strata aims to take pride in their work of constantly renewing and restoring the resources they use.



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