

2008-2023



# 15 YEAR IMPACT REPORT

Relentless Sustainability | Integrity in Action | Allies for Impact |  
Learn and Lead | Deliver Excellence



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But I didn't wake up one day suddenly jumping into promotional products. My father worked in the industry in the U.S., and over my 12 years in four different operating divisions at a large Dutch manufacturer, I was immersed in the world of tradeshow.

**From all my experiences, I could see the opportunity for impactful change – a business providing both sustainable promotional products as well as a sustainable work-life balance that empowers talented women.**

With that vision, I began my journey with EPP in 2008. Within days of starting, a potential supplier told me, "You'll be out of business in 6 months! No one cares about this stuff." Many in the industry thought the same. Despite skepticism and predictions of failure, EPP thrived, working with some of the world's most inspirational customers. Our mission, written 15 years ago, still stands: "EPP is the safe place for environmentally and socially responsible promotional products." We've consistently upheld our commitment to the United Nations Global Compact, supported marginalized communities, maintained carbon-neutral shipping, and set high safety standards for our products. Even though "no one cares about this stuff."

Now, as we celebrate our 15th anniversary, our mission remains unchanged. EPP's journey has been about more than just our success. It's about creating a more just and sustainable economy. We have cultivated an environment where employees feel proud, supported, and safe, demonstrating that career success and work-life balance can coexist. EPP is proud to be 100% woman-owned, a Benefit Corporation (B Corp), and an active member of the Fair Labor Association. Our ongoing commitment to education, safety, and sustainable development is a testament to our dedication to making a significant impact in the promotional products industry.

Whether you've been with us since the start or you're just getting to know us, we invite you to continue with us on this journey. Our customers, suppliers, and supporters are the community that has made this story possible and that will create a more sustainable world.

# Founder's Story



Eco Promotional Products, Inc.  
CEO/Founder, Michelle Sheldon

Living and starting a family in the Netherlands was a life-changing experience for me. The Dutch emphasis on cooperation, work-life balance, and stewardship of shared resources redefined for me what was possible in my community. It both reshaped my life and inspired the values that drive Eco Promotional Products, Inc. (EPP) to this day.

**Thank you to my team of sustainability warriors and our supporting partners and partnerships. Happy 15 Year Anniversary!**



# About Us



Eco Promotional Products, Inc. (EPP) is a woman-owned company, certified by the WBENC (Women's Business Enterprise National Council). EPP was born out of the passion to promote environmental savings and sustainable marketing. EPP understands the endless possibilities to help educate consumers, manufacturers and suppliers on responsible purchasing and to better respect our world. We are also a Certified B Corporation, as well as a certified WOSB (Women-Owned Small Business).

As the safe place for environmentally and socially responsible promotional products, EPP uses business as a force for good and embraces opportunities to serve marginalized groups facing discrimination or exclusion due to unequal economic status, and social and cultural differences. Our team refers to criteria set by the B Lab U.S. and Canada, the Fair Labor Association, the United Nations Sustainable Development Goals, and other conscious institutions seeking to create a more resilient world. EPP ensures its business practices align with global standards for sustainability and workers' rights.





# Mission Vision Values

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## OUR MISSION

**The safe place for environmentally and socially responsible promotional products.**

Eco Promotional Products, Inc. empowers customers with the knowledge and support needed to make sustainable product decisions. As leaders in eco-friendly promotional products, we go beyond industry standards to set new benchmarks for environmental and social responsibility.



## OUR VISION

**A world where every promotional product is sustainable and waste-free.**



## OUR CORE VAULES

### Relentless Sustainability

We are relentless in our pursuit of minimizing our environmental impact while maximizing the social benefit in all we do.

### Integrity in Action

We are a business driven by our ambition to create a world that places people and planet at the forefront, upholding respect, honesty, and fairness in every action.

### Allies for Impact

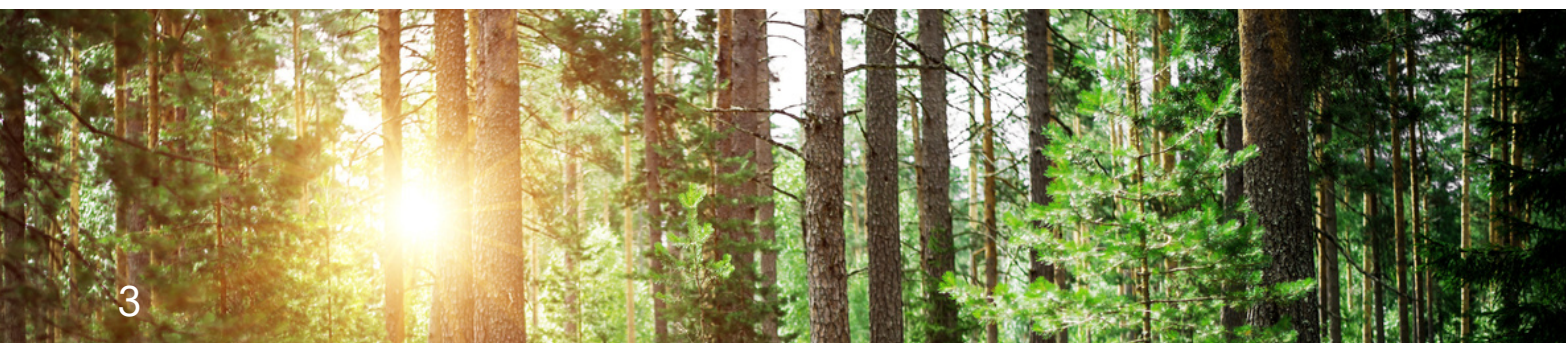
We will only achieve our vision if everyone works together, which is why we recognize & welcome the involvement of employees, customers, suppliers, and even our competitors to deliver the very best solutions.

### Learn and Lead

We have a passion for continuous learning and improvement, eagerly sharing our own expertise to drive progress and set new standards for excellence.

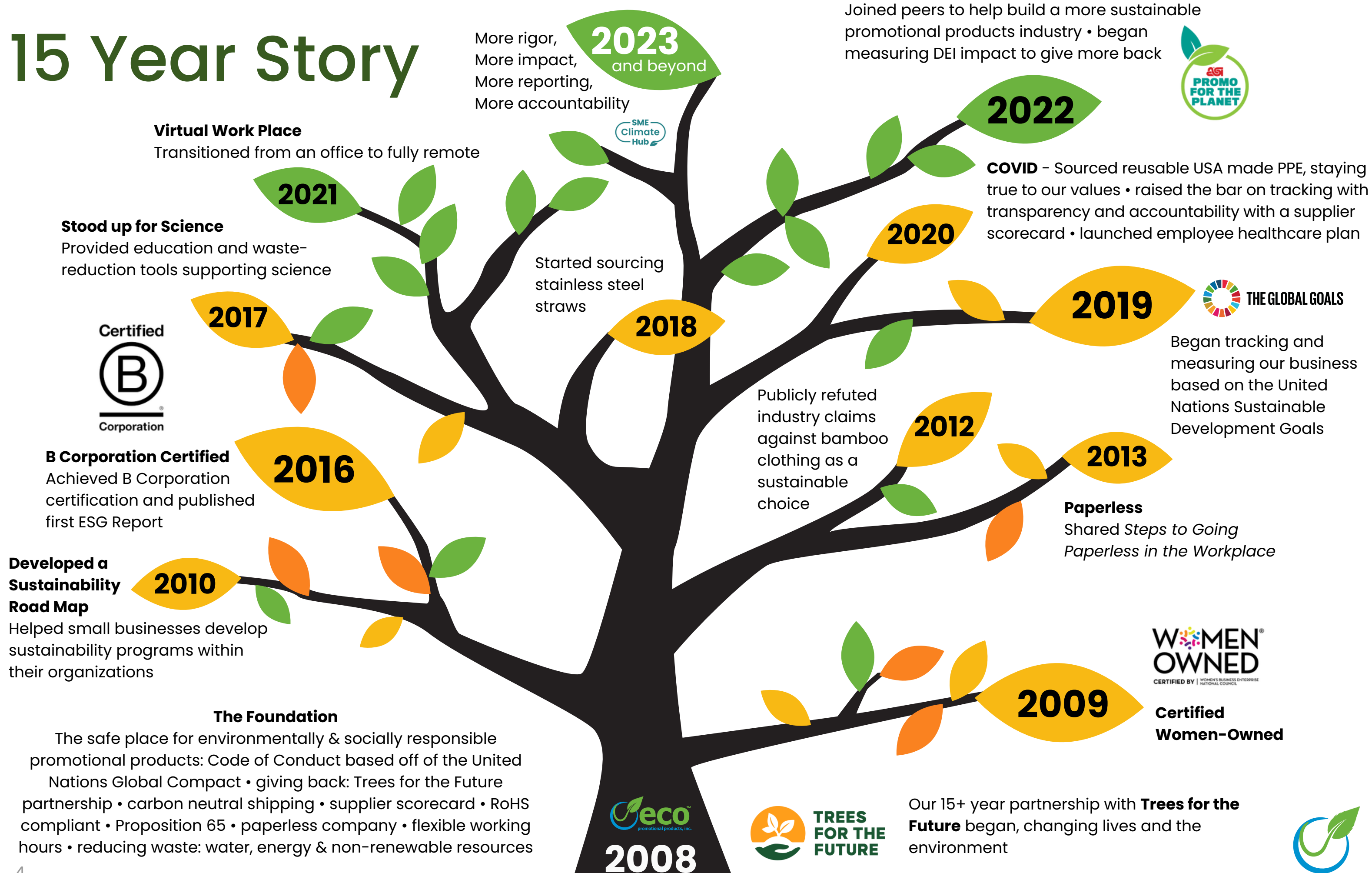
### Deliver Excellence

Our Partnership Principles are underpinned by the quality of our products and fairness & responsiveness in our service, ensuring every customer is delighted every time they use one of our products or partner with our team.





# 15 Year Story





# Relentless Sustainability

We are relentless in our pursuit of minimizing our environmental impact while maximizing the social benefit in all we do.

Choosing a sustainable promotional product begins by selecting a product with purpose. Not all products are created equally. While it might not be obvious what makes a product more sustainable than the next, we want to make sure choices consider environmental benefits but also address safety, ethics, and the economy.

To begin purposeful product selection, consider the following:

- 1 WHAT IS THE BUDGET?
- 2 WHO IS THE TARGET AUDIENCE?
- 3 HAS IT BEEN MADE FAIRLY AND SAFELY?
- 4 HOW IS IT PACKAGED AND TRANSPORTED?
- 5 DOES THE SELECTION HELP REDUCE WASTE?
- 6 IS DEI (DIVERSITY, EQUITY & INCLUSION) BEING SUPPORTED?
- 7 WHY IS THE CHOSEN PRODUCT BETTER THAN THE ALTERNATIVE?
- 8 IS IT GOING TO BE USED AFTER THE EVENT, WHAT IS ITS LIFECYCLE?



## Deep South Center

The Deep South Center for Environmental Justice is dedicated to improving the lives of children and families harmed by pollution and vulnerable to climate change in the Gulf Coast Region through research, education, community and student engagement for policy change, as well as health and safety training for environmental careers.





# Relentless Sustainability

## SUSTAINABILITY

### People

- Ongoing charitable donations to over 60 organizations through our giveback program
- Inspiring better living wages and work conditions for factory workers
- Advocating for human rights and DEI initiatives



### Planet

- Diverting waste from global landfills
- Reducing personal and organizational carbon footprints
- Helping to reduce dependence on nonrenewable resources
- Planting a tree for every invoiced order with partner Trees for the Future



### Profit

- Encouraging more transparent and healthier supply chain practices
- Helping to increase customer return on investment with sustainable purchases
- Prioritizing conscious partnerships

“

My client asked that I only work with vendors providing environmentally responsible promo items, and there don't seem to be a lot who have as large a selection. They helped my client meet their pending B-Corp goals, they provided a certificate stating they planted trees on behalf of our orders, they planted the trees in the first place, and they provide high quality environmentally responsible stuff!

**Scalora Consulting**





# Integrity in Action

We are a business driven by our ambition to create a world that places people and planet at the forefront, upholding respect, honesty, and fairness in every action.



“By actively supporting our DEI, non-profit, and planet-positive clients, we use our platform as an opportunity to highlight and promote the good that deserves to be recognized. Our mission goes beyond our environmental impact, honoring People, Planet, and Profit for all. We focus our goals, actions, and efforts on supporting the well-being and longevity of our world. This allows us to be catalysts for good, bringing awareness and sparking conversations about the greatness we partner with and support every day.”

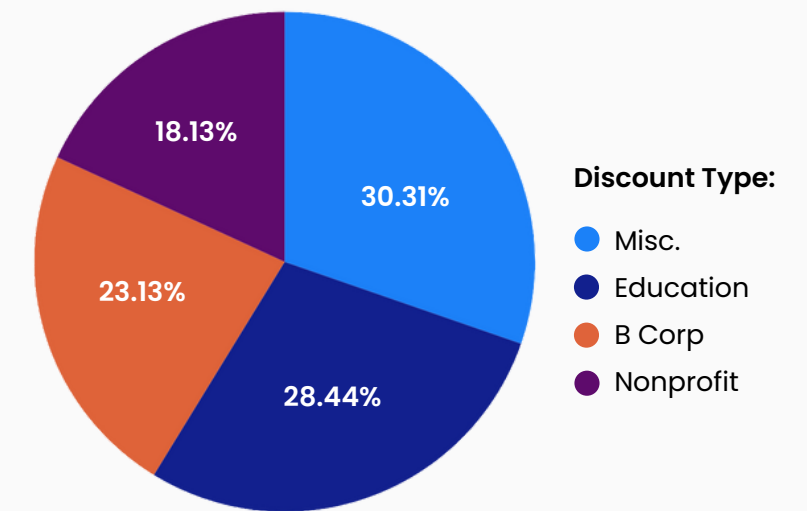
**Jojo Shull**  
*Customer Experience Specialist*



“Together, we need to accelerate change. By taking real action and supporting the [WEPs] seven principles, combined with educating, communicating, and standing up for what is right, we will impact the way business is done globally.”

**Michelle Sheldon**, *President*

2022 Customer Discounts



“As a company, we try to support certain underrepresented populations by offering discounts and, where applicable, donations. Over the years, we have provided discounted goods to organizations helping those experiencing homelessness and food insecurity. This, combined with EPP’s environmental impact, makes me proud to be part of this team.”

**Susan Swansen**  
*Accounting*





# Allies for Impact

We will only achieve our vision if everyone works together, which is why we recognize & welcome the involvement of employees, customers, suppliers, and even our competitors to deliver the very best solutions.



Eco Promotional Products, Inc. refers to criteria set by the B Lab U.S. and Canada, the Fair Labor Association, the United Nations Sustainable Development Goals, and other conscious institutions seeking to create a more resilient world. We ensure our business practices align with global standards for sustainability and worker's rights.



## THE GLOBAL GOALS





# Learn and Lead

We have a passion for continuous learning and improvement, eagerly sharing our own expertise to drive progress and set new standards for excellence.

## Case Study: NGRREC

**Who:** National Great Rivers Research and Education Center (NGRREC) hosts an annual **Water Festival** for hundreds of fifth grade students and their teachers for a fun-filled day of activities and interactive demonstrations. Hosted with the help of local partners, the annual Water Festival offers over 30 hands-on activity stations promoting water awareness as well as canoe rides and fishing. Participating teachers attend a workshop in advance of the festival, where they are introduced to concepts of water management and big river ecology. Teachers also receive free materials and are encouraged to incorporate water conservation education into their classroom sessions to help reduce plastic use and modeling for all this commitment because of the pressure on our ecosystems. Finding a durable, stainless steel water bottle with an attached lid was a challenge for the festival.

**Need:** NGRREC needed many promotional items to make their 2023 event successful. For the year's event, students received water bottles as a take-home gift. The water bottles had untethered lids, and organizers found so many lids on the lawn at the end of the festival. They received feedback that the water bottles were not long-lasting. NGRREC is hoping to reduce plastic use and modeling for all this commitment because of the pressure on our ecosystems. Finding a durable, stainless steel water bottle with an attached lid was a challenge for the festival.

**Solution:** With the help of Eco Promotional Products, NGRREC was able to find sustainable items to make their event a success. Participating teachers wore name badges during their one-day teacher workshop in advance of the festival. The different colored t-shirts easily identified roles: blue (teacher), strawberry (exhibitor), and purple (volunteer) so that they could seek out for help. The t-shirts also served as a thank you for participating. Eco Promotional Products helped NGRREC choose a high-quality stainless steel water bottle with no lids were left behind.



## Case Study: RESPIRAR

**Who:** RESPIRAR is a research team evaluating health disparities of Black and Latino/migrant and seasonal farmworkers (MSFWs) through the lens of structural racism. They were awarded a grant to complete this study with fieldwork beginning in the spring of 2023.

**Need:** RESPIRAR reached out to Eco Promotional Products, looking for sustainable branded items to give as a thank you to farmworkers participating in the study and to the research team and committee overseeing the study.

**Solution:** The thank you gifts chosen were reusable tote bags, water bottles, and Moleskine notebooks. The bags for farmworkers will have informational pamphlets on labor rights and how to protect themselves from pesticide exposure and heat stress. The water bottles and notebooks are for the research team and members of the community advisory committee (which will include farm operators, farmworkers, governmental agencies, and advocacy organizations). Farmers are often exposed to unsafe elements and toxic chemicals that can endanger them. They often don't have the same sick leave or health care as other workers.



## Case Study: Mountain Line

**Who:** Mountain Line Public Transportation Agency is committed to sustainability. Their fleet of 600 vehicles with 6 more on the way is 40% all electric.

**Need:** During the COVID-19 pandemic, Mountain Line remained committed to providing accessible transportation to the community. In July, they celebrated Plastic Free July by distributing reusable straw sets to customers. The straw sets were a mask onboard or a reminder of safety and sustainability.

**Solution:** Eco Promotional Products worked with Mountain Line to provide reusable Utensils/Straw Sets so they could show their commitment to providing sustainable options.



## DOING COOL THINGS THAT MATTER

**Colleges and universities** achieve great success with their campus initiatives when they bring students together, building a strong sense of community. Eco Promotional Products, Inc. (EPP) wanted to understand how higher education institutions made progress in their waste-free campaigns with impactful tools and strategies after experiencing barriers from the coronavirus (COVID-19) pandemic. American University, University of Colorado Denver, Washington University in St. Louis, American University and Lafayette College were actively leading waste-free initiatives before the shutdowns and have continued to make an impact since their campuses reopened. Learn from their experiences and discover how they overcame social, environmental, and financial barriers to promote sustainability and community engagement.

**Consistent with our first study** done in 2019, awareness was identified as a major challenge to reducing single-use plastics on campus. Next, budget cuts and institution size.

Campus engagement plays a vital role in spreading educational awareness. For waste-free campaigns, higher education institutions saw in-person events as a key opportunity to share the benefits of rejecting single-use plastics with giveaways in alignment with their sustainable values.

There is a strong return on investment in in-person events that help boost collaborations with other campus departments outside of the sustainability space. For instance, Lafayette College partners with its athletic department to help curb plastic waste during sporting events. American University partners with the Office of Campus Life to eliminate plastic cups

person student events such as relationship building, rebuilding campus culture, and help combat social isolation, anxiety, and other mental health challenges experienced during the pandemic lockdowns. Students are able to engage with each other and make new friends and learn more about campus efforts to become more environmentally conscious.

During outreach events, sustainability departments use reusable promotional items to reach their student body and give them the proper tools to make further progress. When students received a practical promotional product during their interaction, they were encouraged to practice more environmentally conscious lifestyles on campus and actively participate in the school's waste-free mission.

**The University of Colorado Denver** hosts a waste-free block party every August and "Waste Wise Wednesday" is held at the end of each month at Appalachian State University to promote environmentally friendly behaviors on campus. Both involve giving away reusable utensil kits and other waste-free prizes to participants and attendees.

In-person events also help boost collaborations with other campus departments outside of the sustainability space. For instance, Lafayette College partners with its athletic department to help curb plastic waste during sporting events. American University partners with the Office of Campus Life to eliminate plastic cups

Higher education institutions shifted their focus to promote waste-free behaviors in dining halls and on-campus eateries after reopening from the pandemic lockdowns. Dining halls and campus cafes are major sources of waste on campus, generating large amounts of single-use packaging, utensils, straws, and food waste. At the University of Colorado students bring off-campus waste to be disposed on campus since they have a large commuter population. Strategically, these were great locations to reach their target audience while presenting the value of cutting back on disposable items.

At American University, students are given reusable takeaway containers at on-campus dining locations and encouraged to bring them back. Lafayette College has eliminated single-use to-go containers at dining halls and instead offers a free reusable clamshell program to students, faculty, and staff with meal plans.

Appalachian State University completely removed Styrofoam from campus dining halls before the pandemic lockdowns. They were able to successfully swap the plastic takeaway containers with a compostable option. After

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# Deliver Excellence

Our Partnership Principles are underpinned by the quality of our products and fairness & responsiveness in our service, ensuring every customer is delighted every time they use one of our products or partner with our team.



I've been working with Eco Promotions for a couple of years now. I love this group! They are women-owned, which I love supporting. They are always friendly, highly communicative, and have such a large range of options that are high-quality, sustainable, and affordable. I've loved every product I have ordered with them, ranging from swag for student giveaways to professional staff attire. Some of our favorite new items for students are the bucket hats and rainbow sunglasses. Super excited to hand these out to University of Colorado Denver students as the Fall semester begins!

**Jessica Godo**



This past year Strata has been focusing more and more on living and working sustainably. As we got on our feet, we reached out to Eco Promotional Products and they have been nothing but amazing. They helped us get exactly what we were looking for- from design to style and choosing the perfect items for us. They are friendly, authentic and truly care about your business. I recommend them to anyone looking for environmentally friendly products and merch. Not to mention, the products themselves are amazing and to the highest quality.

**Strata Co**





# Donations Over 15 Years

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AFMDA  
American Foundation for Suicide Prevention  
Animal Education & Rescue  
Austin Wildlife Rescue  
AUW  
Be Fidos Friend  
Brushwood Center at Ryerson Woods  
California Native Vote Project  
Chill Foundation  
Environmental Defense Fund  
Environmental Nature Center  
Epilepsy Foundation  
Feed My Starving Children  
Fisher House  
Food For Thought  
Friends of the Mississippi River  
Geminus Head Start  
Ghetto Rescue Foundation  
Habitat for Humanity Chicago  
Humane Society

Illinois Environmental Council  
IsraAID  
Jindo Love  
Lake County Haven  
Lakeview Pantry  
Lewis & Clark Foundation  
Little Pink Houses of Hope  
Loving Lunches  
Lurie Childrens Hospital  
Make-A-Wish  
Maui Humane Society  
Maui Strong  
NAACP  
National Suicide Prevention  
Network for Good  
One Earth Film Festival  
Openlands  
Pledgelt.org  
Prospect Food Drive  
Razom For Ukraine

Ruff Start Boxer Rescue  
SD57 Foundation  
Sierra Club  
Silicon Valley Pet Rescue  
Smile Train  
South Florida Sanctuary  
Southern Scholarship Foundation  
Spread Goodness Day  
Susan G Komen  
The Cooper Roberts Family Fundraiser  
The Elephant Sanctuary  
The Haven  
The Innocence Project  
The Leukemia & Lymphoma Society  
The Trevor Project  
Trees for the Future  
United Way  
Way Finders  
WBEZ  
Wheeling CCSD 21 - House Fire Family





# Webstores

Customized for businesses with small to large budgets.

Eco Promo Store, powered by Eco Promotional Products, Inc. was created as an opportunity to do more for our clients. We acknowledged the additional workload and attention needed to facilitate their orders for promotional products which took customers away from their daily responsibilities. Eco Promo Store offers hassle-free, convenient solutions for customers to access their branded merchandise from a sustainable online webstore.

## Focused Customer Support

Our dedicated customer support team is available to help you at every step of the way, including product guidance and recommendations.

## Webstore Development & Management

We handle the design, development, and maintenance of your online webstore.

## Brand Compliance

We utilize your artwork and brand guidelines to help you maintain a cohesive brand identity.

## Streamlined Fulfillment

We manage your inventory, so you do not have to. No warehousing fees. No need to pre-buy merchandise.

## Simplified Inventory Management

Our team manages your inventory and notifies you when it is time to restock.

## Flexible Billing

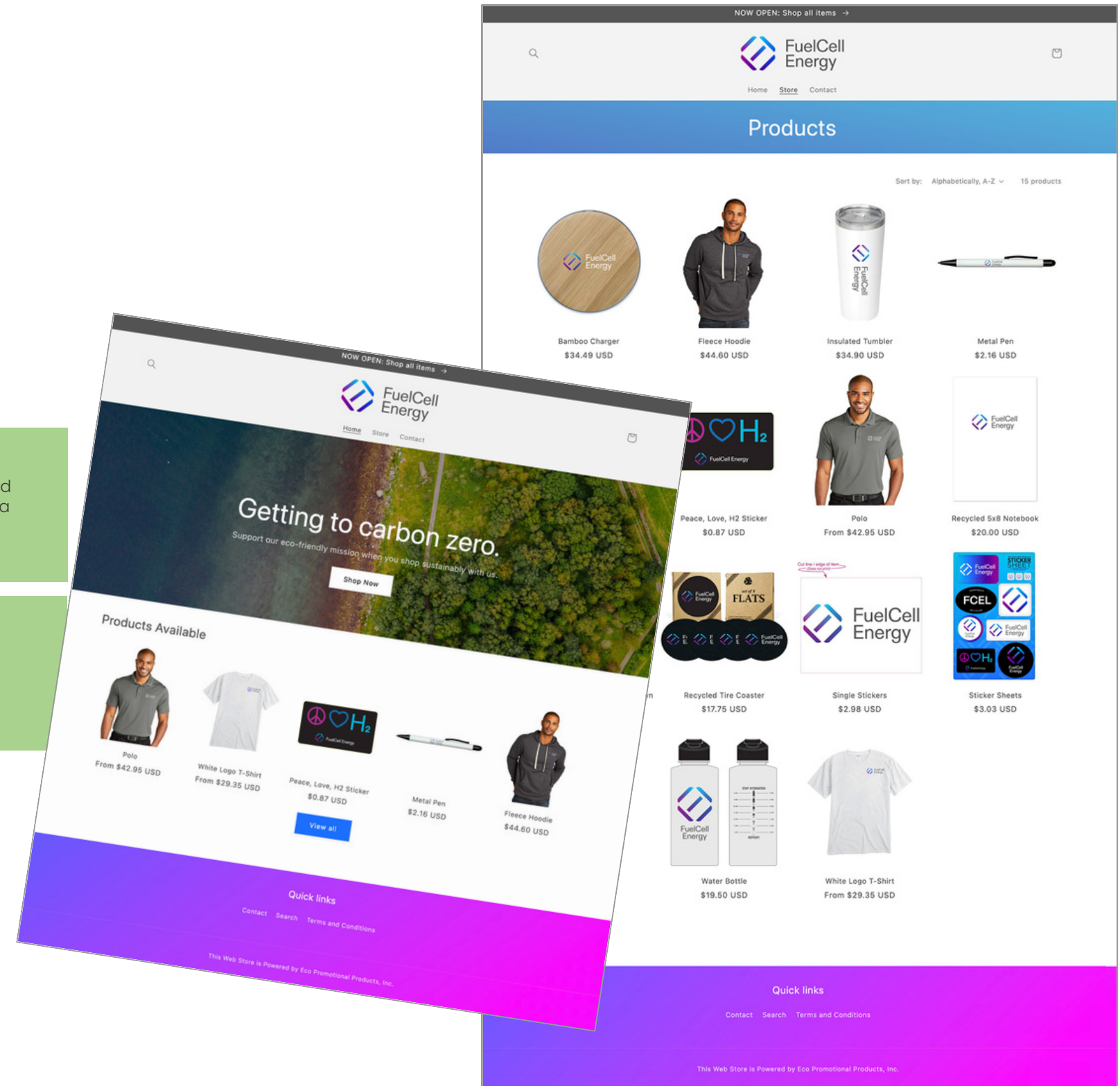
"Pay as you go" for fulfillment and shipping. Monthly billing reports provided.

## Custom Reporting

Monthly/quarterly check-ins on store performance and customized reports highlighting popular products, order history, etc.

## Product Samples

Pre-production samples provided for approved virtual proofs on new orders.



Click here to view a video walkthrough to gain insight into how your store could work.

[ecopromostore.com/our-work](https://ecopromostore.com/our-work)

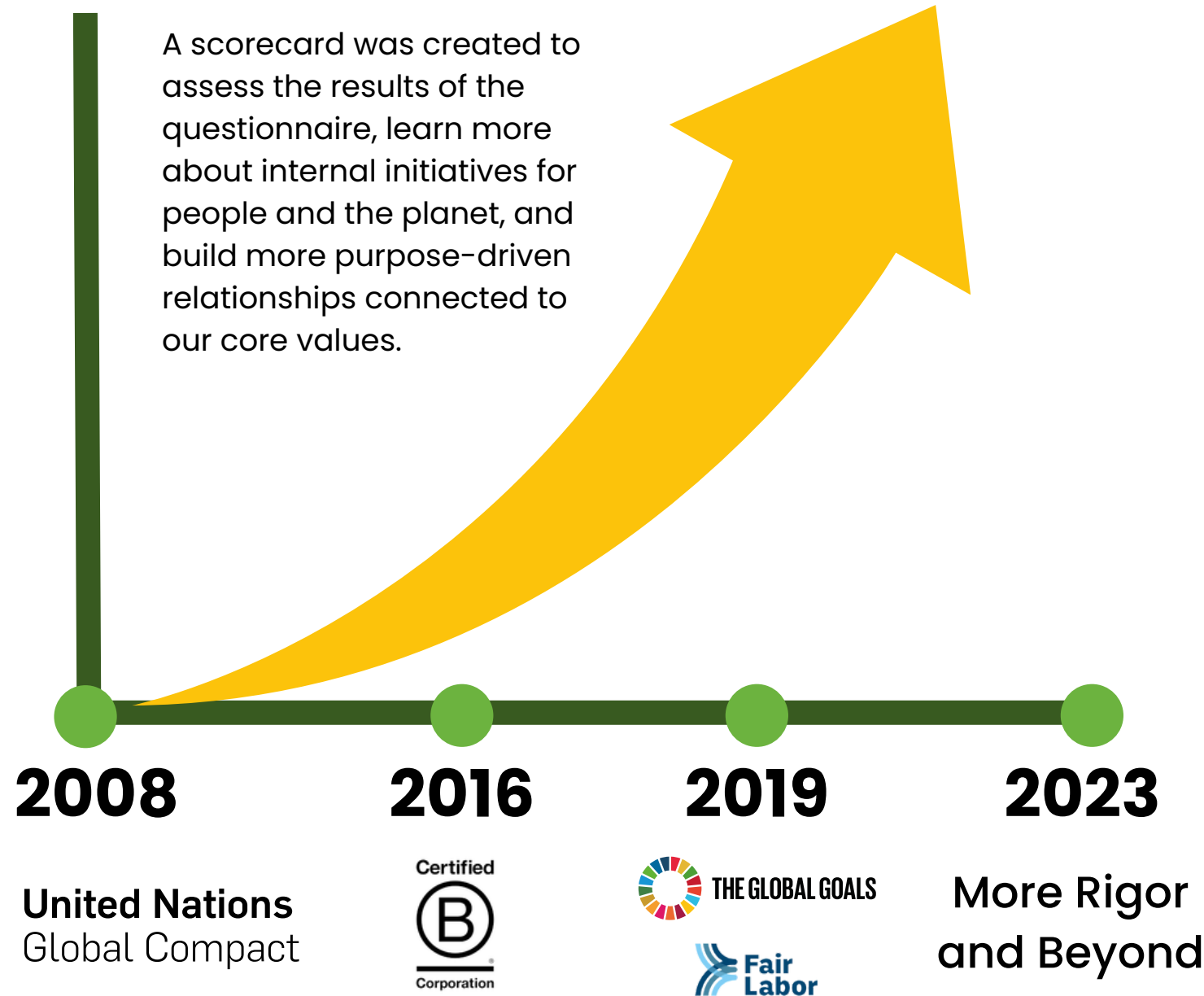




# Suppliers

Every few years, Eco Promotional Products, Inc. (EPP) updates our annual supplier questionnaire to uphold our standards for transparency, integrity, and conscious growth about environmental and social compliance standards.

A scorecard was created to assess the results of the questionnaire, learn more about internal initiatives for people and the planet, and build more purpose-driven relationships connected to our core values.



United Nations  
Global Compact



More Rigor  
and Beyond

Our supplier Code of Conduct and vetting our supply chain has evolved over the years. We continue to challenge our suppliers' transparency and accountability. Our scorecard drives our buying decisions and will continue to progress our mission for a more sustainable future.

### Supplier Success in Packaging Reduction:

"We had a few products that were layer-packed with a thin foam sheet between each layer to protect the product in shipping. Eco Promotional Products asked us to remove the foam and replace it with paper. It was a really easy change, it's environmentally friendly and it costs less for the paper."

**Scott Denny**



[Click here](#) to read more in the article, "**Garyline & Eco Promotional Products Collaborate To Create Sustainable Change**"

### Customer feedback:

"We are thrilled to always learn about new items through here [EPP] that fit our goals in education and sustainability. When we ask for alternative packaging, they find ways to accommodate and get their suppliers to work with them."

**City of Tampa**





# Future Goals

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Eco Promotional Products, Inc. (EPP) is committed to enhancing our tracking capabilities to increase transparency, accountability, and responsibility. To achieve this, EPP aims to make adjustments to our processes and procedures to visually represent data tracked across different sectors.

- Expand double donation programs to align with our environmentally and socially responsible mission
- Support more female-centric initiatives to boost confidence in girls and women and promote gender equity
- Provide more access to sustainable education through scholarship programs for high school students
- Create a world where every promotional product would be sustainable and waste-free
- Halve our greenhouse gas emissions before 2030, achieve net zero emissions before 2050, disclose our progress on a yearly basis (SME Climate Commitment)





# Support

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We are proud members and supporters of:





# Contact Us

Eco Promotional Products, Inc.

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*The safe place for environmentally and socially responsible promotional products.*