



Case Study

Emerald Ecovations Organic Growth 25 Program Helps Distributor Drive Millions in New Sales

New program provides sales support, marketing tools, sustainability expertise, and a flexible product program to drive organic growth for businesses of all sizes.



**EMERALD
ECO VATIONS**

A Division of Paradigm



SUSTAINABILITY=HEALTH & WELLNESS®

Client

We worked with a regional distributor who was challenged by an existing client to deliver an alternative paper and plastics solution.

This distributor currently offers office supplies, furniture, coffee services, and pantry supplies. For decades, they have been servicing businesses of all sizes, but needed experts in the fast moving sustainability space so they reached out to Emerald Ecovations.



Challenges



Sustainability Solutions



Quantifying Their Sustainability Efforts



Hybrid Workspaces





Sustainability Solutions

Every year, businesses are asking for more ways to go green in their office to meet their sustainability goals. Adding recycling and composting bins help, but businesses want to rethink everything in their workplace and find healthy sustainable alternatives for all their food service disposables and Towel and tissue consumption.



Quantifying Their Sustainability Efforts

Businesses want to quantify their sustainability efforts and share those metrics with their team. In addition, they want educational tools to help their employees understand the company values.



Hybrid Workspaces

Since COVID, most workspaces are seeing a fraction of employees in the office everyday. As a result, offices are turning to Amazon.com for purchasing office supplies in smaller quantities.



Solutions

Sustainability Solutions

As part of our new OG25 Program, we had an ESA certified sustainability sales expert work alongside the distributor sales team.

By bringing in our rep and our Chief Sustainability Officer, we were able to help the distributor answer all of the technical questions with ease.



Solutions

Quantifying Their Sustainability Efforts

Utilizing Emerald Ecovations' Environmental Impact Report (EIR), it was easy to quantify their clients impact by highlighting these metrics with all stakeholders.

The EIR helped employees understand how many trees were saved, how many pounds of landfill waste was diverted, and how much carbon emissions was avoided in an easy-to-understand format.

In addition, Emerald Ecovations' catalog of communication assets which include posters, table tents, and digital signage help elevate their clients' achievements.



Solutions

Hybrid Workspaces

With our new Convenience Packs, we were able to help the distributor capture more SKUs by offering smaller quantities without the extra costs associated with breaking up the master carton.

As a result, the distributor was able to capture more clients and increase inventory turns.

Results

We were able to help the distributor close an annual 7-figure, 3 year contract, in new organic sales while addressing the specific sustainability needs of the client base.

Emerald Ecovations OG25 is now available to all stocking dealers in continental USA.





**Looking to Grow?
Contact Us for
More Info!**

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