



## CASE STUDY: ASAP EVENT ADVERTISING

ASAP Event Advertising is one of America's foremost advertising experts; staff thoughtfully assist clients create excitement and attract customers by designing and installing attention-getting decorations and event promotions. This thoughtfulness also extends to their sustainability program; clients can rest assured ASAP Event Advertising carefully considers how to lessen the environmental impact of their operations including:



### SUSTAINABLE ACTIONS

- Recycling an extensive amount of material from across their operations
- Conserving water through dry sweeping instead of mopping and installing water efficient fixtures
- Saving energy by having sectioned lighting and making sure blinds are closed at end of day

# ASAP Event Advertising

ASAP Event Advertising's waste reduction journey began when now Vice President Britt Ulrich started as a college student part-time in the warehouse. "We had a lot more advertising inflatables back then (vinyl construction) and when a customer would discontinue an image or one would get badly damaged, we would just toss these huge 300 pound monsters into the dumpster, filling it up completely. There was no other option at the time and we repaired as much damage and repurposed as much of the vinyl as we could but there was still a lot of waste."

The memory of the dumpsters filling with discontinued product stuck with her and as she moved up within the organization, Britt was able to help find new outlets for a lot of their discontinued materials. "Overtime, we started to seek out different outlets for our materials and now we are able to recycle vinyl, polyester and metal so less is going into our dumpster and ultimately the landfill." What originally started as a small waste reduction effort, expanded to include recycling office supplies, batteries, electronics, light bulbs, and ink cartridges.

ASAP Event Advertising's efforts go beyond recycling. Before recently moving offices, employees evaluated their waste and recycling streams to "right size" their landfill and recycling service levels, ensuring they are only paying for the service levels they need. Now that they've moved, employees continue to monitor the dumpsters, making sure they don't need to adjust the size due to customer demand and special projects. Even at their own desks, employees are aware and monitor the waste they create. Employees have the option to forgo a standard size trash receptacle and instead use a small trash bin that hangs off the side of a deskside recycling bin. This helps to keep waste reduction in the mind of employees and encourages them to use the multiple recycling options instead of putting it all in the trash.

## ENERGY EFFICIENCY

During a recent office renovation, ASAP Event Advertising chose many energy efficient upgrades. All the lights in the new office are LED and they rewired the office to have multiple light switches allowing them to turn off entire areas when not in use. For example, employees who telecommute for two days work in one section of the office and they make sure those lights are off when those employees are working from home. This also allows employees the choice to turn off their overhead light and use less energy intensive task lighting at their desk if they choose.

