

Maximum Impact

Information and Ideas for Improving Sales, Image, and Profits

ECO - PROMO

Made from natural fibres like bamboo and coconut, natural fibre fabrics are friendlier to the earth than traditional fabrics. When you choose an eco natural fibre alternative, you help to reduce the effects that insecticides and other chemicals have on our soil, air, water, and our bodies.

Bamboo is nature's most sustainable resource. It is grown without pesticides or chemicals, is 100% biodegradable, and is naturally regenerative.



It is one of the world's most prolific and fastest growing plants, with shoots averaging 24 to 36 inches or more in a 24-hour period and it is able to reach maturity in about four years. Bamboo protects the air we breathe. It releases 35% more oxygen than equivalent stands of trees. Combined with spandex to add stretch and softness "eco-bamboo" feels great against your skin, providing flex and fit unsurpassed by traditional materials like cotton and it is more environmentally friendly.

Unlike other anti-microbial fabrics, which require a toxic chemical treatment, bamboo fiber clothing is naturally anti-microbial and requires no chemicals. It contains a natural agent (bamboo kun) that prevents bacterial growth. In addition bamboo has inherent temperature regulation properties, keeping you cool in the heat and warm in cool environments.

Eco Carbon is an environmentally friendly technology that utilizes natural activated carbon fibres derived from renewable natural resources, such as coconut shells and bamboo shoots. Eco-carbon fibres are woven into fabrics to enhance the performance of apparel (turning a garment made with eco-carbon to the back-side, the carbon fibres will appear as a charcoal collared fibre – you know it's there!) Eco-carbon's superior natural performance properties provide odour-elimination, evaporative cooling, thermal regulation and UV protection. Because of its unique nano technology, activated carbon eliminates the need to apply environmentally harmful chemicals to clothing.



Eco-carbon technology permanently embeds activated carbon into fibers and yarns to provide cool natural comfort. Because a technical garment constructed from an Eco-carbon weave has the surface area of a soccer field, it disperses moisture over a wide surface area, combining superior moisture management with optimized performance.

Recycled fibre fabrics are more friendly to the earth than traditional fabrics. In choosing recycled fibre alternatives such as, cotton-fleece and micro-twill you make a positive impact on the environment.

By choosing eco-cotton fleece you make a positive impact on the environment by lowering CO2 emissions, recycling resources, reducing energy consumption and reducing land fill waste. Undergoing a unique 6 step "dry-process" recycled cotton fleece is made by shredding 100% cotton scraps, a by-product of cotton manufacturing, lending it by colour and then adding virgin acrylic and polyester yarns to maintain washability, stability, strength and finish.



Micro-Twill or Polyethelene Terephthalate is a twill fabric made from recycled polyester derived from a variety of sources including "closed-loop" polyester rag recycling. Eco-microtwill is made from 100% recycled fibers, making it one of the most environmentally friendly fabrics in the world.

The value in having your name and logo branded on an environmentally sustainable and people friendly product goes a long way in terms of what kind of message you're conveying. We see it as promoting for the long term !

Dear Max

Q. What do I need to get started to do logoed apparel for my company ?

A. Your image program should reflect your company's values. You may be traditional corporate or perhaps hip-eco-casual may match your corporate persona. We will work closely with you develop the type of program that will help your staff reflect their best with the highest performance, easy care apparel available. Your corporate brand can be reproduced on each garment as embroidery, colour screen printing, 3M reflective, laser, embossed, or even sequined. Our mission is to provide you with carefully considered options that will enhance your business image.

***Ask Max a question, and receive a free gift, go to: www.coastadvertising.com/dearmax.cfm**

Product Spotlight

BAMBOO - LIFESTYLE GIFTS BRANDED WITH YOUR MESSAGE



Moso Bamboo Mincing Board
Recessed bamboo mincing board. Japanese stainless steel mincing knife.
From \$33.92

Moso Bamboo Knife Set
Six-piece set includes five stainless steel knives with rosewood handles, and bamboo storage case that doubles as a cutting board
From \$63.60



Bamboo Knife Block
Elegant slotted bamboo block with 7 piece knife set
From \$75.99



Organic is in the Bag!

One of our Canadian bag suppliers has just launched a new organic cotton bag line. Customers have been requesting such products and we are now able to offer a cost effective organic cotton sourced in Asia. The 100% organic bag comes in 3 styles :



Eco-Sac



Eco-Shopper



Eco-Tote

Another innovation is the company's pledge to donate 1% of all of its sales to the World Wildlife Fund.

Visit us at our showroom: 266-2950 Douglas Street, Victoria BC V8T 4N4

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