

Innovation in traditional spaces.™

THE HONDO GROUP
GOES GREEN!



The **Hondo** Group

\$230 BILLION A YEAR IS SPENT ON

SUSTAINABLE PRODUCTS AND SERVICES

36 Million consumers embrace the **Green Market**

Worker productivity increases **15%** in **green offices**

70% of consumers link **MARKETERS' SOCIAL RESPONSIBILITY**
to their environmental behavior

The Hondo Group was one of the first agencies to Go Green. To help other companies go green we have created a proprietary quantitative assessment tool for evaluating environmentally sound business practices.

Sustainability can create demand.

Our research-tested Sustainable Business Plan™ turns environmental consciousness into a formidable strategic move. As our technical experts reduce your environmental footprint, our marketing specialists analyze your customer base and dexterously publicize your environmental stewardship. We call this a triple bottom-line approach: your energy costs plummet and your vulnerability to price fluctuations decreases; your insight into your own market deepens; and your corporate reputation acquires esteem.

Learn how we can translate your green marketing commitment into tangible numbers and brand value while saving your company money!

Go to: www.hondogroup.com/gogreen
or call Lynn Balinas at 817.332.6991.



This ornament is crafted of 100% recycled cotton fiber, fresh flowers, and wildflower seeds. Enjoy it as a decoration, then plant in 1/4" -1/2" soil, keep moist, and watch it bloom!

TheHondoGroup

Lynn Balinas
President

lynn.balinas@hondogroup.com

817.332.6991 office 817.332.9132 fax
500 West 7th Street, Suite 803 | Fort Worth, Texas | 76102
332 Main Street | Darlington, Wisconsin | 53530
www.hondogroup.com