

OfficeFrog.com Launches Shopping Website.

Simply Choose Earth Friendly, Friendlier, or Friendliest Office Gear

OfficeFrog.com, a green office products retailer, launched a brand new customer-focused, shopping website this month. The site, www.officefrog.com, is designed in direct response to OfficeFrog's research into how workplaces are looking to become more eco-oriented with their office supply purchases.

OfficeFrog Founders David Shapiro and David Conner say: "OfficeFrog was founded with a simple goal...make every workplace more earth friendly. Everything we offer carries with it an easy way of "giving back" to replenish the earth. When workplaces choose to use OfficeFrog for normal everyday office gear, together we will raise a collective and noticeable effort that Earth Replenishment @ Work is not something we can do or should do. It is something we are doing."

In addition to selling only "green" office supplies OfficeFrog delivers a strong message towards a global problem. The natural resources people currently use globally in a year will take the earth 1.5 years to regenerate. To balance it all out we now would need one and a half earths to live. Even more alarming...if everyone globally continued to use as much as Americans use, more than five earths would be needed to replenish itself. It's a problem we need to fix.

The new website provides a simple way for buyers to select green products already identified as the most earth friendly items in their category as well as the best performing products for their office. Whether they choose Friendly, Friendlier, or Friendliest customers know every time they make a purchase from OfficeFrog.com they are always "doing your part" to help the environment recover in the most natural way possible. A clean and simple design makes it easy for users to not only view products details but get a quick assessment of how earth friendly a product really is. The shopping site also provides a way for buyers to easily track orders and create a list of favorites for easy re-orders.

"We truly intend to create a relationship with our customers as a single resource for their organization to learn how to put into motion the practice of what we call Earth Replenishment @ Work." says David Conner. "OfficeFrog exists to make it easy to do. From simplifying product selection, to knowing the impact your purchases will have on the environment, to hearing from others sharing great ideas. We'll also help them along the way to create best practices in their workplace and to learn the advantages for their company as they become more earth friendly."

OfficeFrog wants customers to know that behind the scenes the company's own stewardship efforts to replenish the earth's resources are clearly seen with the products offered, the reusable box products are shipped in, the ongoing donations made to plant trees throughout the world, and the reduction of its own carbon footprint as it operates. The company will also offset products that don't have a clear earth friendly benefit by purchasing a carbon offset every time that product is purchased.

David Shapiro added: "We know we are in a competitive market. Buyers expect a good deal and great service. At OfficeFrog, customers will also find a strong focus on something

so important, something that we all as individuals often find ourselves practicing in our personal lives but not so much in our professional lives. If every workplace becomes more earth friendly it will create a big impact towards reducing the eco footprint already created."

About About OfficeFrog.com:

OfficeFrog.com is online shopping presence for OfficeFrog LLC, an independent supplier and retailer of earth friendly green office supplies and workplace products. At OfficeFrog.com buyers can shop for copy paper, toner cartridges, ink cartridges, pens, pencils, markers, staplers, scissors, office technology, calendars, appointment books, file folders, notebooks, legal pads, report covers, envelopes, labels, binders, paper towels, toilet paper, cutlery, paper products, containers, organizers, sorters, racks, trays, storage boxes, and most everything needed to make their workplace more earth friendly.

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