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### **Image 4 President Jeff Baker Speaks at Trade Show Industry's First Green Event**

*Event will define what it means to be green to the industry*

(Manchester, NH) – Members of the trade show industry gathered in San Francisco in June for the first-ever event focused solely on defining what it means to be green and how to get there. Jeff Baker, president of Image 4, a visual marketing and trade show display company, and a green leader in the industry, educated participants on how to turn their displays green.

According to the Green Event Summit, “studies have shown that consumers will favor companies that demonstrate a commitment to environmental sustainability, and more corporations are seeking ways to prove that commitment by examining – and often changing- their business practices.”

Baker has emerged as a leader in the greening of the trade show and branded environment industries. In November 2007, Inc. Magazine named Image 4 the “World’s Greenest Trade Show Exhibit Producer” in their The Greening of Everything issue. In addition to Inc., Baker and Image 4 have been featured in Event Design Magazine and Deliver Magazine for his green practices.

The company is a member of the U.S. Green Building Council with a certification in Green Building, the first issued to a display builder. Image 4 has also been admitted to Co-op America, a national nonprofit that promotes environmental sustainability and social justice. For his part, Baker has served as a board member of the NH Businesses for Social Responsibility for five years.

Image 4 even created an educational Web site for their industry colleagues to learn more about what it means to be green and how to achieve it. Visit [www.greendisplay.info](http://www.greendisplay.info) for additional information.

Baker’s presentation was a part of the Event Design Track at the summit. He shared information about reduced environmental-load displays and environments, long the least eco-friendly thing around. Baker taught participants how to design and fabricate their exhibits with ‘green’ in mind.

“It’s a life-cycle conversation,” Baker says. “Recycled, reclaimed and reduced-load products don’t necessarily cost less than virgin products do, but they will typically provide cost savings when measured over the life of the product in addition to being kinder to the environment.”

For instance, one product that Baker works with a British modular trade-show exhibit line called LITE. A 10-foot LITE display weighs approximately 52 pounds because its core is made of partially reclaimed, post-industrial Styrofoam. An equivalent display built with conventional materials can easily weigh between 180 and 200 pounds. Here’s how the eco points start to add up:

- First, a lighter product immediately reduces the carbon footprint since it uses less fuel to move around.
- Second, costs are reduced for drayage, the term for a logistical service in the trade-show industry having to do with moving a display to and from an exhibit floor. If drayage runs at an average of \$82 per 100 pounds, then reducing the weight of the exhibit not only reduces the energy it takes to move that exhibit, it also reduces costs.
- Also, more efficient exhibits have fewer pieces to the core system, so it takes less time to set up and break down, further reducing labor costs at the show site.

“For companies with an extensive trade-show program, these elements alone can provide dramatic cost savings in addition to the environmental benefits,” Baker says.

Baker is well-suited to lead this conversation among his peers in the trade show industry.

The event was convened by Red 7 Media, publishers of Event Design Magazine, an industry publication. In addition, six leading industry associations lent their support to the event, making it one of the most high-level gatherings in the industry and lending credibility to the conversation. For additional information, visit [www.greeneventsummit.com](http://www.greeneventsummit.com).

#### **About Image 4**

Image 4 is a nationally recognized, visual marketing and branding support organization. The company consults with clients to plan and execute programs for trade shows, retail chains and public facilities. As a vertically-integrated provider, they design and print, build, deliver and install, train on and service their entire line of products for customers across the United States and Canada.

Image 4 can handle “anything you can dream up,” says company president Jeff Baker. “From P-O-P, to vehicles, to entire branded environments, we can ‘tell your story.’”

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