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### **Image 4 Saves the Planet 4,500 Soda Bottles at a Time**

Image 4, a nationally recognized visual marketing and branding support firm, has completed a project for Eastern Mountain Sports, the outdoor specialty retailer. Image 4 provided branding and merchandising signage in 69 EMS stores. The recycled fabric banners are made in the United State of 100 percent post-consumer waste.

The material used for this project reuses 20 consumer bottles per square yard of fabric. The project consisted of roughly 2,000 square feet of fabric, removing nearly 4,500 plastic bottles from the waste stream in this one job. In addition, Image 4's patent-pending printing process emits no volatile organic compounds (VOCs) into the atmosphere.

This project adheres to Image 4's demonstrated green philosophy. Jeff Baker, president of Image 4, is a nationally recognized speaker on the greening of the trade show and event industry. Baker spoke at the Green Event Summit in June and his presentation was so popular that the event organizers are adding a "green" track to the upcoming Event Design Summit in October in LA and featuring Baker again.

In November 2007, Inc. Magazine crowned the company the "World's Greenest Trade Show Exhibit" producer. Baker and Image 4 have also 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.

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