

July 3, 2008

Jeff Baker, of Image 4, Earns Green Advantage Certification

(Manchester, NH) – Jeff Baker, president of Image 4, the visual marketing and branding support company, has been awarded certification by Green Advantage®, the green building environmental certification program. This certification allows Image 4 to become a strategic partner to architects, builders and other contractors on green projects.

When a significant percentage of a project's building force is Green Advantage Certified prior to the commencement of construction, the project can earn a LEED Innovation Credit.

“Image 4 has been doing a lot of work in the branded environment market and, as such, we’re doing a lot of work with architects, builders and contractors. This certification helps Image 4 become a strategic partner in building green projects,” Baker said. “Pursuing the Green Advantage certification was a way for me to hone my knowledge of green building concepts and how to apply them in a project.”

Green Advantage® is an environmental certification for building-related practitioners - primarily contractors, subcontractors and trades people. More than 3000 building-related practitioners nationwide have passed the Green Advantage® Certification Exam. Image 4 is now listed in the Green Advantage online directory where consumers can find green-building resources.

“This official recognition of our green abilities is a strategic addition to the green practices we already have in place,” Baker said. “We already offer green options to our clients and now we can be a green resource as subcontractors for larger projects. This training has enhanced our capabilities to deliver energy efficient, sustainable solutions to our architectural and contractor clients while also adding to our own green practices.”

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.

The company was awarded the Business Excellence Award for Excellence in Business Services by the New Hampshire Business Review in 2006, and has been elected to the Co-op America Green Businesses list. In November, Inc. Magazine crowned them the “World’s Greenest Trade Show Exhibit” producer.

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