

The Benefits of Going Green for Your Business

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If you are a traditional cleaning or remediation company looking to go green, or a business owner concerned about keeping your work space clean and healthy for employees, there are a lot of benefits to be reaped from KPJ's *Green Solutions including*

- Getting the job done *more effectively*
- Getting the job done *more cost-efficiently*
- While being much *better for the community*

At the heart of the “green movement” is a desire to reduce the negative impact our behavior has on our environment. A desire to protect the quality of our air, water and land. And even on improving it. These are great goals. But, when a business is considering going green our experience shows the first questions are: Do green products really work and how will they impact the bottom line?

Get The Job Done

Side by side comparisons of green alternatives with traditional solutions are surprising the organizations we work with. Green cleaning products that out-clean traditional products with harsh chemicals in them. Green energy solutions that provide power as reliably as the traditional ones. Even green building technology that provides structures that are stronger and more durable. These head-to-head competitions that are being won by the alternatives to traditional solutions provide great incentives to explore the possibilities.

Save Money

Green cleaning products that clean better – and require re-cleaning less frequently – cut both the cost of supplies and labor. Increasing energy efficiency saves on utility costs. Reusing existing material in creative ways means that fewer dollars are spent purchasing new stock to create products. Structures that are lighter and more durable save on transportation and lead to replacing them less often. Alternative energy to power transportation – moving employees or shipping raw materials or produced goods – saves wear and tear on the earth as well as a substantial amount of money. That means up-front savings and even bigger savings long-term.

The Benefits of Going Green for Your Business, continued – page 2 of 3

Good for the Community – Good for Business

For Consumers. A business that goes green is being shown to increase a customer's opinion of it. That it is more responsible and more likely to care about them and their families. trustworthy business. For example, a 2015 Cone Communications / EBIQUITY Global CSR Study shows 81% of consumers say they will make personal sacrifices to address social and environmental issues. And, according to a new global survey released by video-conferencing company Tandberg, more than half of global consumers – 53% – prefer to purchase products and services from a company with a strong environmental reputation.

For Employees. Not only is a company's environmental reputation a clear preference for its customers, but working for companies that are "sustainable" is a preference for over half of today's employees. According to 12 peer-reviewed studies conducted prior to June, 2013 employees feel safer working for green businesses. Involving workers in company-wide green initiatives boosts morale. Employees feel that their health is cared for and they aren't simply expendable commodities. Being sustainable is also a good way to reduce turnover, because employees don't want to leave a place that makes them feel as if they are a part of a work community that cares. And that becomes a valuable point of pride. Lower turn-over is a major savings – in recruiting, hiring and training new people. Besides, a "green" company has an advantage in recruiting and hiring.

- Today's job candidates want to work in a healthy environment and for a company that is "socially responsible".
- Employees who work for socially responsible companies have higher job satisfaction scores.
- Consumers want to do business with socially responsible companies as well - and are more likely to remain loyal to them*.

The Benefits of Going Green for Your Business, continued – page 3 of 3

Environmental Impact

If you are in a regulated industry you are already dealing with federal, state and even local laws that seek to protect the environment. Even if you are not in a regulated industry there is abundant, growing concern about the impact that toxic chemicals and materials can have on the workplace, on the people who work there and on those who live nearby. Either way, going green provides the means to both step up today and get ahead of the curve for the future. After all, the best guess today is that interest in reducing the negative impact of harsh cleaning supplies, pesticides that are harmful to more than just the pests and carbon emissions will only continue to grow. Experts agree you can bank on it.

Providing Leadership

When it comes down to businesses going green, the benefits almost always out-weigh any negatives. The time and money it takes to transition to using green technology to solve our biggest problems will provide big dividends now... and for many years to come. Those dividends will come through not only the time and money saved but also in the rewards provided by helping to lead industries and communities to new, better ways of doing business.

KPJ Green Technologies, LLC is headquartered in College Park, Georgia. The company's focus is on meeting today's biggest challenges head-on with green solutions. To learn more about them visit www.KPJGreenTech.com.