

# THE ALPHAFORM GROUP

exhibits environments events

## Path to Green

The Alphaform Group (TAG) is committed to being a “Green Company” and a “Green Leader” in the three-dimensional marketing industry. We have embarked upon the journey to a green destination through a series of planned steps that support our goals, enhance our employees’ lifestyle, support our clients green commitments and maintain our ability to be competitive.

The interest in “Green Exhibiting” has been growing steadily as greater numbers of exhibitors and clients demand a strong “Green Content” from their suppliers. Behind the Industry’s dedication to Green are two principle drivers:

*A new awareness of environmentally friendly practices*

*An increased interest in environmental issues and social causes (the “right thing to do”)*

These factors are consistent across both exhibitor and suppliers surveyed. The pace at which companies are adopting green policies appears poised to increase dramatically in the near future as greater numbers of companies earmark a portion of their budgets towards Green 3-dimensional marketing solutions.

At TAG, we have challenged ourselves to seek and employ methods that allow us to reduce our “carbon footprint” on a daily basis while maintaining our quality and competitiveness. Our initiatives, large and small, are having the desired effect and have placed us on the road to becoming a “Green Organization”.

Some initiatives (contact us for more detail) we have implemented to aid us in achieving our “Commitment to Green” are:

- Reduce Paper
- Power Conservation
- Recycling
- Reducing Automotive Emissions
- Telecommuting
- Green Partners and Suppliers and Material Selection

At TAG we strongly believe in the steps we are taking to preserve our environment and are dedicated to continuing to build upon our goal of being a Green Company and Responsible Corporate Citizen.

