

### UniKeep™ Offers an Eco-Friendly Choice

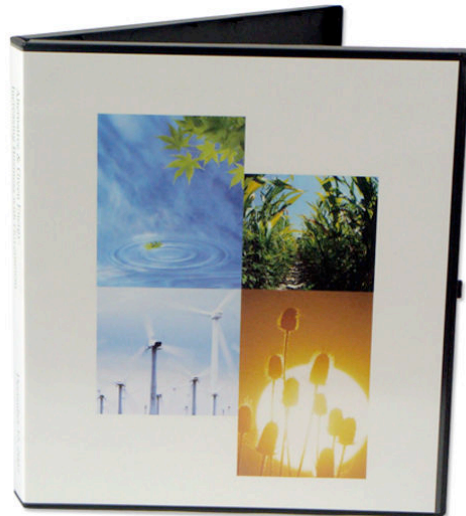
When hosting a conference to promote an environmentally friendly government, it is crucial that you practice the principles you are promoting. That is just what The Southwest Central Ohio Procurement Technical Assistance Center (SWCO PTAC) did at the *Alternative & Green Energy Conference*. With important attendees, including the Department of Energy, eco-friendly marketing materials were a must. SWCO PTAC chose UniKeep™ Enviro Binders, made of polypropylene with a minimum 85% recycled content, to promote their message in an environmentally responsible way.

The conference, entitled: *Increasing Business with Government*, was dedicated to educating businesses on the emerging Buy Green, Alternative Energy and Sustainability markets.

Therefore, a marketing message displaying real world uses for eco-friendly materials was essential. They had an incredible opportunity to connect business and government, while also exploring ways to attract them to the green market. The UniKeep™ Enviro Binder made all of these things possible.

“To promote our ‘green’ message, we made sure individuals attending the conference went home with an Enviro Binder; it was the perfect match,” said Meredith Threatt, Director of the SWCO PTAC. “Not only are they eco-friendly, but also durable and could be customized for our particular message. Even the cover insert that came inside the binder was made from 100% recyclable paper stock and soy-based ink.”

The SWCO PTAC is a full-service, non-profit resource center for government procurement. They provide a results oriented assistance program that is designed to help Ohio businesses generate bids in response to federal, state and



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## Customer Solution

local solicitations. They also offer procurement technical assistance and training workshops to meet the needs of small, minority and women business owners.

### **About UniKeep™ Enviro Binders**

UniKeep™ Enviro Binders are part of an exciting line, called EcoEndure™, that offers a variety of products made from eco-friendly materials such as sustainable and renewable plant-based PLA (polylactic acid) film as well as recyclable and compostable biodegradable polypropylene. Univenture, along with all of its brands, has long been responding to the world's concerns about the environment with environmentally friendly packaging. Their unique manufacturing technologies make it possible to offer many standard products, made from a variety of environmentally friendly materials, allowing customers to make the most responsible choices.