

# SGP BRAND LEADERS PROGRAM

## SUPPORT SUSTAINABLE PRINT PROVIDERS

Join your colleagues! Developing supply chains that make a difference takes foresight and perseverance and retail and consumer brands are taking on this challenge! Leaders are stepping up and making the commitment to work with print and marketing service providers to create a sustainable print strategy. SGP's Brand Leader Program provides the tools for print buyers to align their print procurement best practices with their organization's sustainability initiatives and goals through this process.

SGP Brand Leaders commit to working with their print partners to achieve SGP certification within 18 months using SGP's resources. These leaders commit through their partnership with suppliers, to lower their environmental footprint and increase their sustainability profile.

All Brand Leaders receive benefits including:

- Four invitations to all SGP Member Only events
- Inclusion in pre and post conference messages to registered attendees at SGP sponsored events or events planned in conjunction with SGP
- Full page ad, focusing on enhancement of sustainability marketing positions, in all event program guides distributed at SGP sponsored events or events planned in conjunction with SGP.
- Access to SGP Resource Partner programs for their print providers.
- Development of customized power point presentations for use in speaking engagements and other outreach opportunities.

And much more!

*"At ANN INC., we have taken a leadership role in infusing sustainability into our printed marketing and retail graphics programs. By working with SGP certified printers, we have assurance that our printers are prioritizing sustainable practices within their facilities through the third party certification. We can't just focus on using FSC-certified paper and other green substrates, the operational component of the printing process is equally important to reducing our marketing carbon footprint."*

- Libra Balian, Sr. Director of Marketing Operations, ANN INC.

Find out how you can make a difference at [www.sgppartnership.org](http://www.sgppartnership.org) or via email at [info@sgppartnership.org](mailto:info@sgppartnership.org)