

Eco-conscious marketing materials from DuPont

"Eco-friendly promotional materials deliver a brand message as effectively as traditional materials. However, greener materials provide the added benefit of delivering a very powerful additional message - one of environmental responsibility," explains Carlman Moyo, regional director for DuPont Sub-Saharan Africa.



By incorporating recyclable material into advertisements, marketers have the opportunity to elevate the brand image and reflect a positive impression among existing and potential customers, along with the repeated exposure of the organisation's corporate identity.

Marketers are aware that consumers want to support companies who care for the environment. "When people see that a company believes in protecting the environment, it makes them feel better about using their goods and services," he adds.

The recently launched DuPont Mvelo, reportedly a South African first in wide-format 100% recyclable printing material, stands testament to this new marketing trend. "Billboard and print advertising has recently become a contested issue among eco-friendly South African consumers and pressure is mounting for organisations to find sustainable, yet weather resistant alternatives for their promotional campaign material.

Another concern for consumers is the vagueness of communications they see around green products and services in South Africa. "It has become important for marketers to have irrefutable claims. Materials claiming to be 46% degradable or composed of a third of recycled materials are losing their effect simply because consumers cannot conceptualise the environmental benefits."

An eco-friendly shift

He highlights other opportunities for organisations to promote their commitment to environmental sustainability such as biodegradable packaging and branded promotional bags, made completely from recycled products. "These can provide a useful accessory for the consumer who will appreciate the low impact on the environment." He also encourages marketers to implement environmentally friendly touches wherever possible citing company stationery, business cards and low-impact printing procedures as practical opportunities.

"Eco-friendly materials and technology are readily available to local marketers and it simply requires an organisational shift

in mindset and a top-down commitment to going green effectively," concludes Moyo.

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