



Innovation & Job News

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Grand Rapids' Green Giftz on track to double sales, adds green impact to ArtPrize SWAG

By: Deborah Johnson Wood

By last spring, Promotional Impact's sales had already exceeded sales of the entire previous year, which had been a record year itself. Now the company owner, Karen Scarpino, says the Grand Rapids promotional advertising firm is on track for \$2 million in sales – double last year's numbers.

Furthermore, Scarpino says the company held true to its prediction of creating two new jobs; the last of those jobs was filled this week.

Much of the success is due to Promotional Impact's eco-friendly SWAG (Stuff We All Get) company Green Giftz. Green Giftz' designers have been able to use client's scrap waste – such as fabric or scrap metal – to fashion upscale gifts for employees, clients, tradeshow giveaways and more. The company offers other eco-friendly options as well, including the items ArtPrize will give away during the 18-day event.

ArtPrize items include BPA-free reusable aluminum water bottles, wristbands made from sand-based chemicals that will biodegrade back into sand, tote bags made from 80 percent recycled materials and pens that are 80 percent biodegradable.

Scarpino sees the ArtPrize opportunity as a chance to get Green Giftz' unique approach to promotional items on the world stage and in front of thousands who will visit Grand Rapids, will volunteer or who will display their art.

In addition, Scarpino says that despite the tough economic times, repeat clients who have an eco-centric mission are still investing in green promotional products that illustrate the company's care for the environment.

Scarpino says the company has no immediate plans to add more employees. But she leaves the door open for possibilities.

"No one has a crystal ball to predict how business will be next year," she says. "But if we have the same kind of growth we've had this year, we'll need to add people."

Source: Karen Scarpino, Promotional Impact

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