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What is Green Marketing?

Green Marketing refers to the process of product design, production, packaging and selling on their environmental benefits. Such product may be environmentally friendly in itself or the process of production and promotion caused the least negative effect to the environment.

How can DMA assist you in executing Green Marketing?



As a practitioner of green marketing, DMA would assist you in searching & reaching your best market most efficiently & effectively to reduce wastage.

Green Marketing Tips:

Paper:

Recycle paper is paper made of post consumer waste paper fiber, which has already been used for its final purpose. Paper cannot be recycled indefinitely. It can only be recycled up to 4-6 times, because fibers get shorter and weaker after each recycling process.

Interpretation of logos:

	
Recyclable paper	Made of recycled material
可以循環再造	已循環再造

Chlorine (氯氣):

Powerful oxidizing agent which is widely used in paper bleaching. However, chlorinated chemicals are the primary chemicals causing ozone layer depletion and forming carcinogenic chemical such as dioxin (二噁英).

Our Business Awards and Our Civil Recognition:

-  Most Outstanding Young Entrepreneur of the Year 1992 - Service Sector Award
-  Innovative Entrepreneur of the Year 2000
-  Asia Management Innovation Award
-  Member of "Heart to Corporate Dream"





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Interpretation of logos:

Chlorine Free Elemental (CFE)	Totally Chlorine Free (TCF)	Process Chlorine Free (PCF)
無原素氯氣漂染	全氯氣漂染	無氯氣漂染過程
Use of chlorine dioxide for bleaching of virgin paper instead of elemental chlorine gas	Virgin paper that have not been bleached with chlorine or any chlorine-based compound	Recycled paper that has not been re-bleached with chlorine-containing compound

Plastic:

Types of Common Environmental Protection Plastic Bag

- * Biodegradable plastic bag
 - Under proper conditions, biodegradable plastics can degrade to the point where microorganisms can metabolize them.
- * Photodegradable plastics bag
 - Photodegradable plastic degrade under the presence of UV light.
- * Totally Degradable Plastics Additives (TDPATM)
 - Plastic degrade completely when subjected to sunlight, heat or mechanical stress within a short period of time.

Interpretation of logos:







Symbol	Name	Examples
	PET or PETE Polyethylene terephthalate (Most frequently recycled plastics due to its high recycle ability)	Soft drink bottles, water bottles, etc.
	HDPE High-density polyethylene (Frequently recycled plastics due to its high recycle ability)	Shampoo bottles, liquid detergent containers
	PVC Polyvinyl chloride (Low recycle ability)	Plastic pipes, medical tubing

Our Business Awards and Our Civil Recognition:





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 LDPE  PE-LD	<p>LDPE Low density polyethylene</p>	<p>Sandwich containers, wrapping films</p>
 PP	<p>PP Polypropylene</p>	<p>Plastic drinking straws, car battery casings</p>
 PS	<p>PS Polystyrene</p>	<p>Packing foam, coffee cups</p>
 OTHER  O	<p>O Other</p>	<p>Cannot be recycled as they commonly are made with a combination of above 1-6 types of plastics.</p>

Common Green Associations:

- Environmental Protection Department
- Green Power
- Green Council

To learn more, CALL US NOW!

Your Environmental Protection Marketing Partner:

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Our Business Awards and Our Civil Recognition:

- Most Outstanding Young Innovator of the Year 2000
- Innovative Entrepreneur of the Year 2000
- Asia Management Innovation Award
- Member of "Heart to Heart" Company '06-10
- Corporate Citizen

