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Promotion, the eco friendly way! by [Anoshan](#)

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Everyone today has woken up to the grave changes that are taking place in the climate, environment, atmosphere and the overall weather. We all know that we are the ones who are responsible for these dangerous changes that have happened in the eco system. Today individuals have become more logo promotion aware about the threat that we are posing to the eco system by not being eco friendly and eco sensitive. But, because of some awareness campaigns and articles, people have become aware of this and are slowly but surely starting to realize the mistakes that we have done in the past and are trying and making an attempt to not repeat them today to have a better tomorrow!

Companies today are using promo product which are eco friendly. These products are made from recyclable material so that even if they are disposed after used they can be remade by suing the core material with some additional materials that can make it a fresh new product once again. There are many vendors who are offering such facilities by making products which are recyclable, reusable, bio degradable and sustainable in the long run.

These products ensure that the material used is made without affecting or harming the eco system. This is also a social responsibility that marketers and company are adopting for a stronger brand image and a better identity in the market. Companies who use these promo products which are eco friendly get instant applause from the community for doing business and other activities in a very sensible way. Many companies are also rewarded for taking care of the environment while also ensuring that the business is unaffected by the use of eco friendly promotional material.

Many companies use bags as a logo promotion by having their brand name on it, now companies are using the jute bags instead of the normal bag which is a clear indication of their shift towards being eco friendly. These jute bags are made in a very eco friendly way and they are made suing all those materials which do not harm the environment and hence are term as eco friendly by nature. Companies which follow such initiatives of maintaining harmony in nature get a special space in the hearts of the customers as they know that the company is doing something for the betterment of the society as a whole and is not just focusing on doing business and increasing profits!

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