

In a single year, ITAC clients diverted more than 5,000 tons of waste and kept close to \$800,000 in our local economy.

“Green” products and services are fostering growth in New York City’s economy. An increasing demand for them is occurring in both business and consumer sectors. At the same time, companies are beginning to realize that reducing negative impacts on the environment often lowers manufacturing costs. Conserving energy, water or raw materials and reducing toxic chemicals makes sense.



ITAC’S SUSTAINABLE BUSINESS UNIT



Going “Green” Makes \$ense

For 20 years, ITAC has been helping NYC businesses reduce solid waste, increase recycling and improve their bottom line. Smart managers understand that environmental improvements and business growth go hand-in-hand. ITAC encourages manufacturers to take advantage of the unique opportunities that going “green” affords them to improve profitability, encourage innovation and enhance corporate reputation. Our most frequently requested “green” services include:

- Designing and marketing green products
- Reducing and recycling solid waste
- Reducing water use
- Lowering energy use and costs
- Pollution prevention assessments
- Applying lean manufacturing principles that reduce waste of material, time and personnel

A New “Green” Product in Just Six Weeks

ITAC conducted a workshop for a NYC manufacturer of sign products with the goal of increasing awareness of the potential of sustainable products to reduce the corporate environmental footprint and increase sales. ITAC conducted two four-hour sessions, one week apart. Initially, participants groaned over homework assignments. However, in the end they unanimously agreed that the time was well spent and came up with ideas to reduce operating costs and increase sales. The company is now enjoying sales of a new green product line which they launched within six weeks of the workshop.

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ITAC: committed to growing NYC businesses