

# GREENBRIDGE

## BRANDING GUIDELINES

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# INTRODUCTION

Welcome to the Greenbridge Brand Book!



**This document was created to introduce you to our corporate brand.** It also serves as your guide to our brand strategy and how to properly use the Greenbridge logo, colors, font systems, and email signatures. It contains style guides for photography, business cards, Powerpoints, signage, promotional items, product tags, and more! There are also examples of what not to do. Yep, we had to include that, too!

**It's important that everyone follow the guidelines set forth in the Greenbridge Brand Book. No exceptions!** We are proud of our company, people,

products, and services. The best way to build awareness, amplify our message, and support our leadership role in sustainability solutions and the growth of our company is to communicate with consistency and clarity.

**If you have questions, need help with marketing materials or need clarity on anything contained here, please contact:**

Melanie Arnold, Brand Specialist  
[marnold@greenbridge.com](mailto:marnold@greenbridge.com)  
 (330) 787-4844

# BRAND STRATEGY

**Our brand strategy is to position Greenbridge the source of integrated sustainability solutions, and in so doing, leverage the full capabilities of our company to create customer value. This breakthrough brand strategy is influenced by what we see as a both a tipping point and unique opportunity: global recognition of the need to embrace sustainability and the practices of the circular economy.**

**Greenbridge is uniquely qualified to deliver on our brand strategy;** we practice what we preach. Every business unit, ever team member is engaged in the sustainability equation:

- » Evergreen Plastics reclaims, recycles, and reuses PET in the form of pellets and flakes customers depend on.
- » Our strapping business units manufacture strapping from recycled material and reclaim scrap for recycling.
- » Our tool and equipment business units service and even rebuild used product to extend useful life.
- » We have launched total sustainability solutions, employing joint service agreements with customers that seek to eliminate waste to landfills and promote continual use of resource.
- » We have initiated ground-level recycling programs in our operations to encourage team members to “walk the talk.”

**Our brand strategy is to be highly tuned into the desires and aspirations of our customers, consumers and the world at large.** We all recognize that the world’s resources are finite. To ensure

the future for generations to come, we need to be mindful of and committed to sustainability in all its forms. Recognizing this, we will act with a strong sense of purpose, urgency and accountability to strengthen our base business, improve our cost position, and drive the highest quality, on-time delivery and speed to market. As we acquire companies that strengthen our position, we will welcome them into the Greenbridge brand.

**To be successful, the Greenbridge brand strategy requires that every team member, from the front line to the leadership team,** put our brand strategy into practice with a single, confident voice and consistent use of the branding elements contained in this book. Doing so, we will be a stronger, more unified, solutions-driven team as we work together with common purpose and in how customers and other business and community partners see us.

**Let’s do this!**





# PERSONA + POSITION



## Greenbridge is growing green together..

**With our customers** who look to us to help them achieve their sustainability goals and advance the circular economy.

**Through our solutions**, the materials, packaging products, tools, equipment, and services that help eliminate waste and support the continual use of resources.

**With consumers who** choose companies, products, and services that align with personal sustainability goals.

**Within the communities** where we live and work, creating opportunities in terms of job creation and environmental stewardship.

**As a team** that is committed to lead by example, bringing solutions to customers that meet immediate and long-term goals.

# VOICE + MESSAGING

Our voice and messaging tells others a lot about Greenbridge. It's not only the words we use to describe our company, but also how we tell the story. Our brand voice is an integral part of our brand and should capture what we believe about our company, our people and the value we deliver to customers. Our brand should promote our personality as the can-do, knowledgeable, and skilled team that we are. Thus, the Greenbridge brand voice is:

## DIRECT

We're all busy, time is precious and attention spans are short. So we should get our point across as quickly and easily as we can. Short, simple sentences should be used when possible, conveying the information readers want. Copy that avoids jargon also helps simplify our message and make it more effective.

## CONFIDENT

We are very good at what we do and enjoy solving problems for our customers. So we should embrace our expertise and share our knowledge with confidence. Potential customers want a company they can trust to get things done and deliver on whatever's promised. And, confidence earns respect.

## COLLABORATIVE

Though direct and confident, our tone should never be arrogant. Our business is built on our relationships with people, our team members, customers and vendors. To welcome readers, the tone of our voice is conversational and inclusive, using second person (you) to be more inviting and less formal.

## DIGESTIBLE

We know that those looking for total solutions as well as individual products and services want information quickly. As referenced above, their time is limited, but their need for accurate information is essential. Whenever possible, we will convey messages in easily digestible pieces, using graphics, bulleted lists and tables.

# LOGO

The logo consists of an icon and a logotype in horizontal and vertical versions.

## Horizontal Version



## Vertical Version



## Horizontal Version with Tagline



## Vertical Version with Tagline



## Logotype

**GREENBRIDGE**

## Icon



# LOGO SPACING

Maintain 60% height of icon, or height of logotype, from other elements.





# LOGO COLORATION

The primary combination is a green icon and a dark gray logotype.  
A dark gray icon and logotype are preferred single color versions.  
Reverse combinations should either be all white, or green icon and white logotype.



# LOGO USAGE

Only use the official logo in approved color combinations. Do not change logo proportions, fonts, or colors. Always maintain contrast if using single color variations.



Don't Squish Logo



Don't Change Colors



Don't Change Fonts



Maintain Contrast

# LOGO MOCKUPS

The logo is well suited for almost any application.





# SANS SERIF FONT SYSTEM

## Proxima Nova

### ExtraBold

The job requires extra pluck and zeal from every young wage earner.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*?<>(){}[]

### ExtraBold Italic

*Jaded zombies acted quaintly but kept driving their oxen forward.*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*?<>(){}[]*

### Regular

A mad boxer shot a quick, gloved jab to the jaw of his dizzy opponent.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*?<>(){}[]

### Italic

*We promptly judged antique ivory buckles for the next prize.*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*?<>(){}[]*

## Arial

### Bold

The job requires extra pluck and zeal from every young wage earner.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*?<>(){}[]

### Bold Italic

*Jaded zombies acted quaintly but kept driving their oxen forward.*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*?<>(){}[]*

### Regular

A mad boxer shot a quick, gloved jab to the jaw of his dizzy opponent.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*?<>(){}[]

### Italic

*We promptly judged antique ivory buckles for the next prize.*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*?<>(){}[]*



# SERIF FONT SYSTEM

## Adobe Garamond

### Bold

Crazy Fredrick bought many very exquisite opal jewels.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&\*?<>(){}[]

### *Bold Italic*

*Jinxed wizards pluck ivy from the big quilt.*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$\$%^&\*?<>(){}[]*

### Regular

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&\*?<>(){}[]

### *Italic*

*Pack my box with five dozen liquor jugs.*

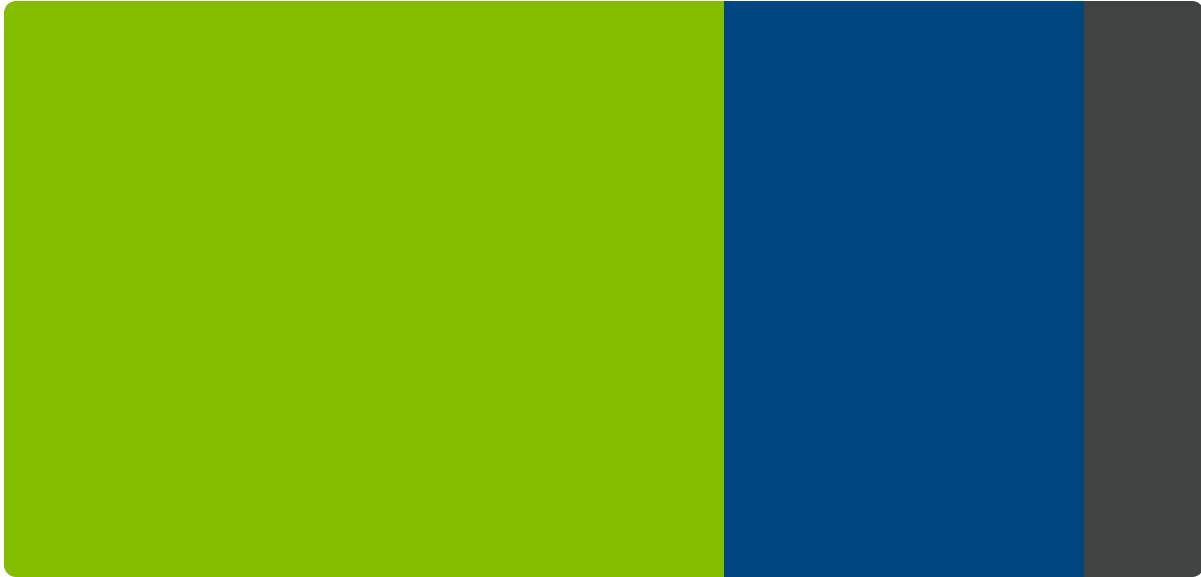
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$\$%^&\*?<>(){}[]*



# PRIMARY COLOR SYSTEM



**GREEN**

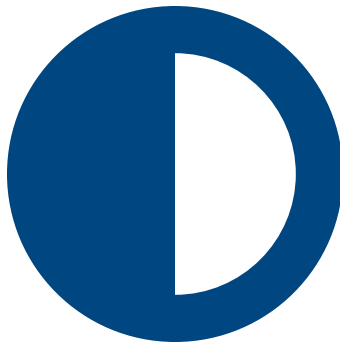


**Pantone 376 C**

**R 132 G 189 B 0      HEX 84BD00**

**C 54 M 3 Y 100 K 0**

**BLUE**

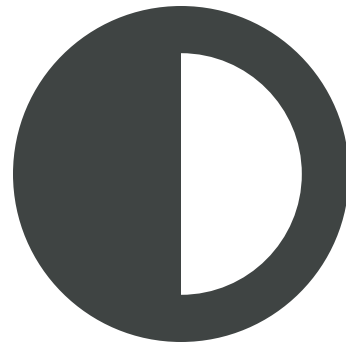


**Pantone 2154 C**

**R 0 G 70 B 128      HEX 004680**

**C 100 M 80 Y 24 K 8**

**DARK GRAY**



**Pantone 446 C**

**R 63 G 68 B 7      HEX 3F4443**

**C 69 M 58 Y 60 K 44**

# SECONDARY COLOR SYSTEM



## WHITE

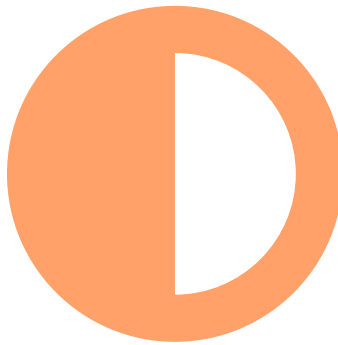


Paper

R 255 G 255 B 255    HEX FFFFFFFF

C 0 M 0 Y 0 K 0

## PEACH

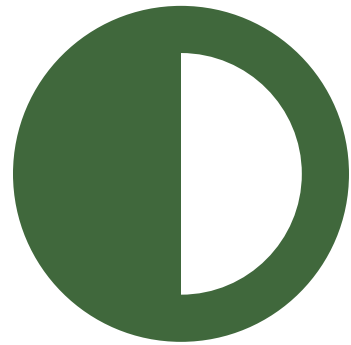


Pantone 1565 C

R 255 G 160 B 106    HEX FFA06A

C 0 M 45 Y 61 K 0

## DARK GREEN



Pantone 7743 C

R 68 G 105 B 61    HEX 44693D

C 73 M 37 Y 88 K 27



# COLOR USAGE

The primary and secondary brand colors should be used for all promotional, printed or digital items - no yellow, purple or other random colors allowed - with the appropriate logo. When in doubt about color or the right logo to use, contact the Brand Specialist.



# PHOTOGRAPHY + VIDEO

Photography and video convey powerful messages about a brand and how the world perceives it.

Thus, photography and videos play an important role in the Greenbridge brand. The goal is to present a consistent brand message, style and “look” in all digital imagery to include:

- » Team Portraits
- » Products + Services
- » Sustainability Imagery
- » Plant Environment
- » Video

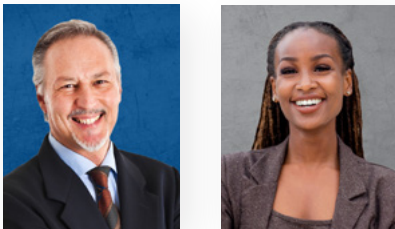
The following pages demonstrate the Greenbridge brand style for original and stock photography and guidelines for video. If you have any questions or need images for presentations and other uses, contact Melanie Arnold, Greenbridge Brand Specialist, at [marnold@greenbridge.com](mailto:marnold@greenbridge.com).

# PORTRAITS

All team portraits should be professionally taken on a plain background as shown. Business casual is preferred dress. Relax and smile for your portrait! Once taken, submit your portrait in a high resolution (1+ megabyte) digital file to Melanie Arnold, Greenbridge Brand Specialist, at [marnold@greenbridge.com](mailto:marnold@greenbridge.com) for formatting.



*Original portrait before formatting*



*Formatted for web, press release  
and other professional purposes*



*Formatted for LinkedIn*

# PRODUCTS

Product photography includes materials, strap and cord, tools, and equipment. Everything is photographed with the same lighting, positioning, and cropping to ensure a consistent, clear representation of the product shown.

*Materials*



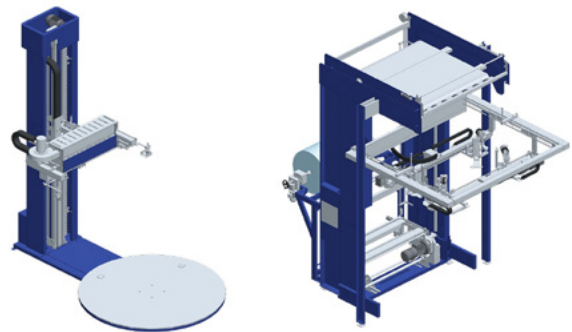
*Strap + Cord*



*Tools*



*Equipment*





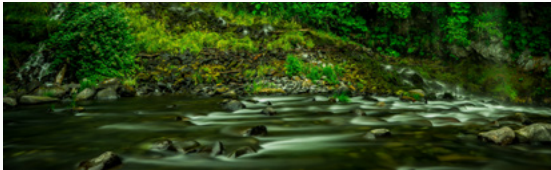
# BRAND SUSTAINABILITY

“Green” imagery reflecting the natural world and Greenbridge’s commitment to sustainability will be used to convey and reinforce our brand message.

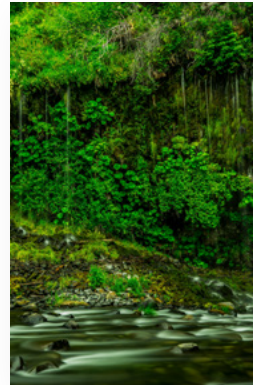
*Original images*



*Cropped for banners on print materials or Powerpoint*



*Cropped as drop-in images for print or Powerpoint*



# BRAND SUSTAINABILITY

The recovery and recycling of PET, other plastic packaging, cans, bottles, and paper are all part of our sustainability solutions. These images support our brand messages.

*Original images*



*Cropped for banners on print materials or Powerpoint*



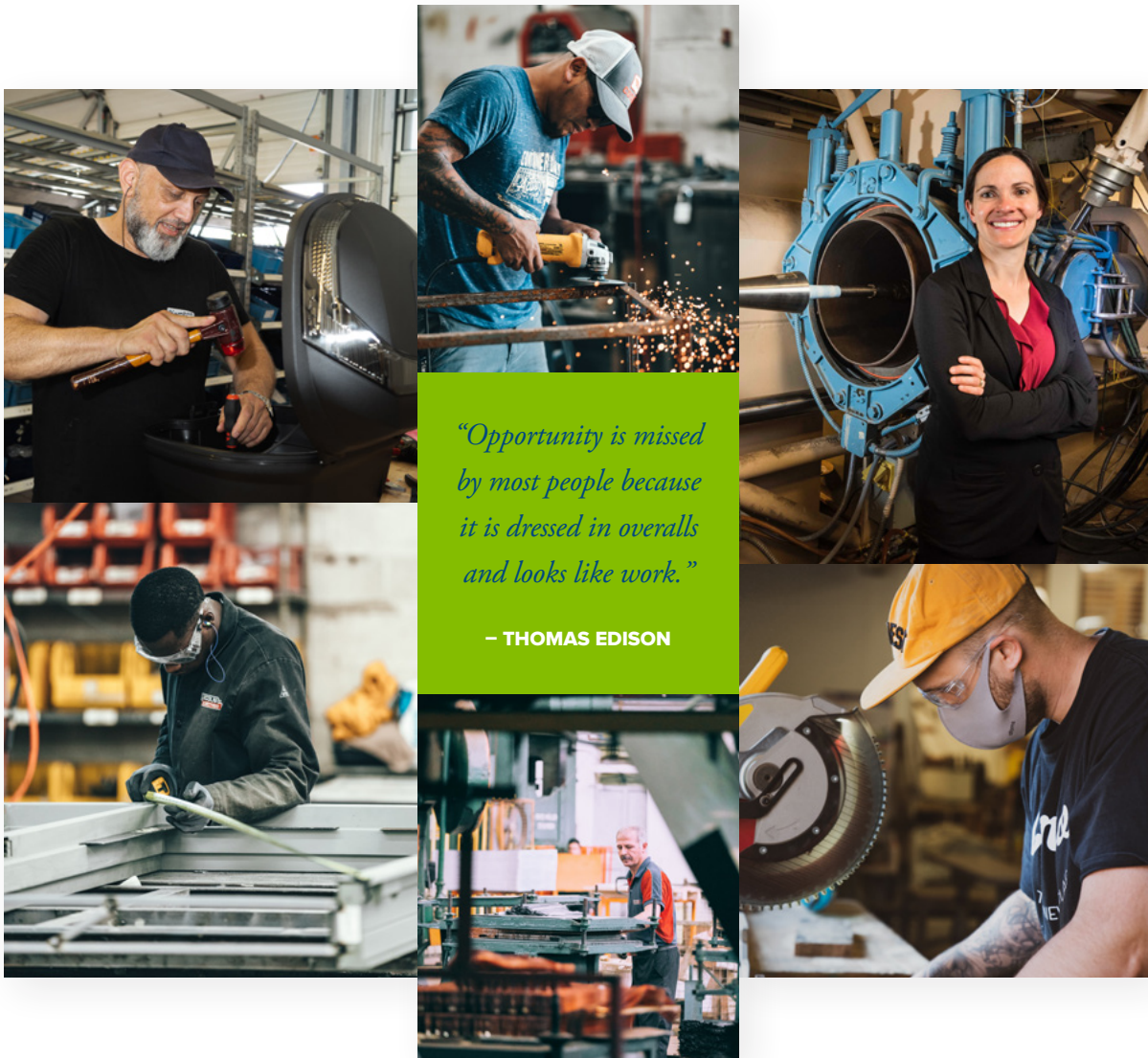
*Cropped as drop-in images for print or Powerpoint*





# BRAND PLANT ENVIRONMENT

Ours is a hands-on, roll-up-your-sleeves, get it done business. We turn recovered materials into high value products using state-of-the-art equipment and quality control processes. We also sell high-performance tools and equipment. Our photo style is editorial with emphasis on the people and technology that make things happen.



# VIDEO

Video storytelling is an important tool in the Greenbridge brand toolkit. It is used to:

- » Convey important news to internal and external audiences
- » Tell the Greenbridge sustainability and capabilities stories
- » Launch and demonstrate products
- » Train on the proper use of tools and equipment
- » Showcase equipment
- » Enrich our social media and web presence

All Greenbridge videos will be produced to brand standards and made available for team use.

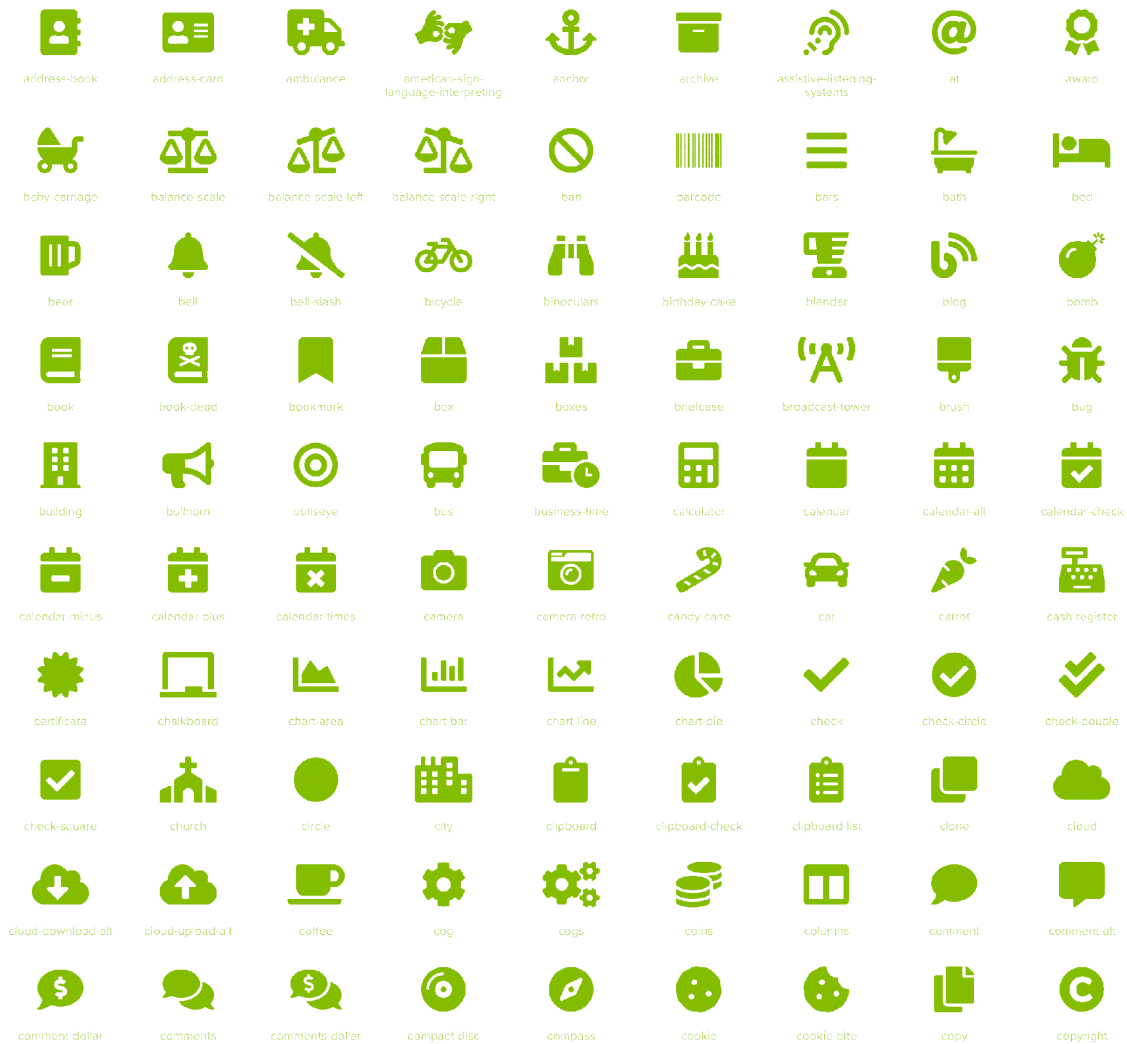
*Producing or using videos with the Greenbridge logo for public consumption without written approval from the Brand Specialist is prohibited. Populating personal accounts with unauthorized videos is also prohibited.*

If you have any questions or need video for presenting the company, product demonstrations, training or other uses, contact Melanie Arnold, Greenbridge Brand Specialist, at [marnold@greenbridge.com](mailto:marnold@greenbridge.com).

# ICONS

Icons will be used for various purposes, generally for interface design on websites and digital products. Greenbridge uses Fontawesome icons for versatility and consistency.

*Sample icons from Fontawesome.*



<https://fontawesome.com/icons?d=gallery&s=solid&c=business,communication,computers,construction,finance,interfaces,logistics,objects,security,social&m=free>

# LETTERHEAD

*1st Sheet*

 GREENBRIDGE

 GREENBRIDGE

6277 HEISLEY RD  
MENTOR, OHIO 44060

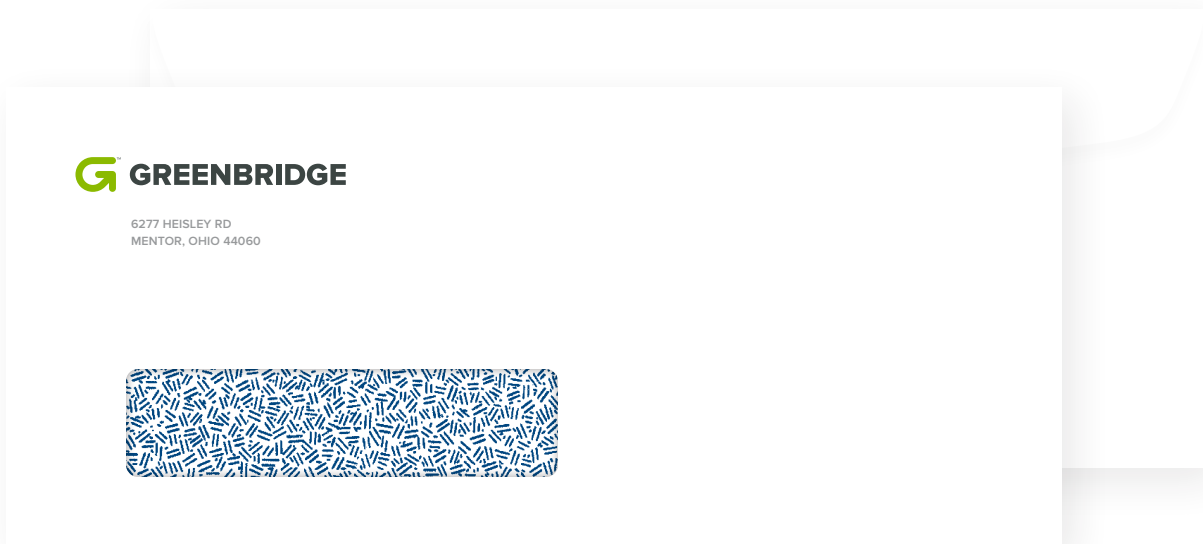
TEL: 440-357-1500  
FAX: 440-352-9553

800-548-9557  
GREENBRIDGE.COM

*2nd Sheet*



# #10 ENVELOPE



# BUSINESS CARD



# EMAIL SIGNATURE

Company email signatures are required to follow the brand standard. Do not add any messaging not seen on the template. This includes no animated gifs, inspirational quotes or links to unauthorized pages. A link for customers, vendors and others to schedule an appointment or call with you is included as a convenience.

**FIRST LASTNAME**

POSITION TITLE

DESK: 440-357-1500 EXT. 240  
FLASTNAME@GREENBRIDGE.COM

 **SCHEDULE TIME WITH ME**

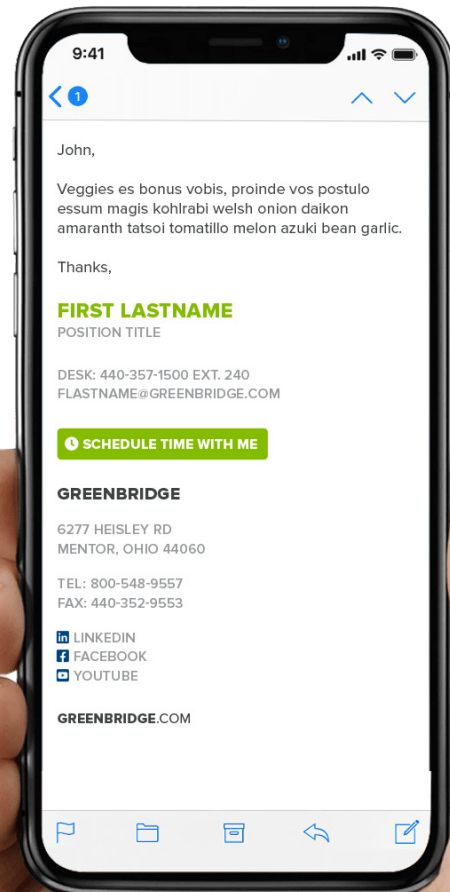
## GREENBRIDGE

6277 HEISLEY RD  
MENTOR, OHIO 44060

TEL: 800-548-9557  
FAX: 440-352-9553

 LINKEDIN  
 FACEBOOK  
 YOUTUBE

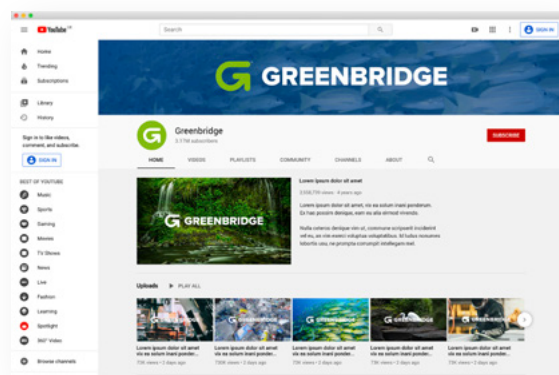
**GREENBRIDGE.COM**



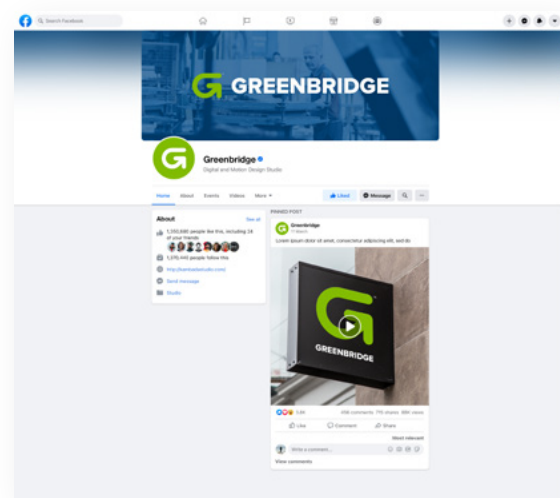
# SOCIAL MEDIA ACCOUNTS

Greenbridge uses social media to build brand awareness, facilitate professional connections, recruit and recognize team members, and share helpful product and service information. Our Brand Specialist is responsible for social media content and monitoring and responding to social engagement. Our three corporate social media platforms and their cover/banner photo and avatar templates are:

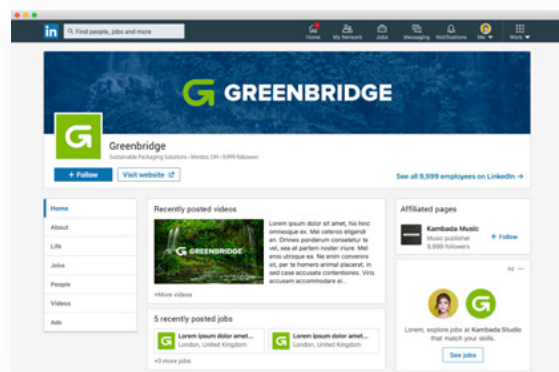
## YouTube



## Facebook



## LinkedIn



# SOCIAL MEDIA POLICY

## Protect the brand. Protect yourself.

Social media is a part of our professional and personal lives. It's how we connect in business and with friends and family. Share news and achievements. Where we express ourselves. As uplifting as social media can be, it can also be harmful and divisive. For this reason, Greenbridge has important social media policies for you to follow.

**If you see negative posts about Greenbridge, do not respond. Instead, share them with our Brand Specialist so we may respond appropriately.**

**Be honest about who you are.**

**Be clear your opinions are your own.**

**Respect others in all communications.**

**Protect company information.**

**Be aware what you post is permanent.**

**Don't mix your business and personal lives.**

**When in doubt, do not post.**

**Disagree? Avoid the temptation to react.**

**Be nice, have fun, connect.**

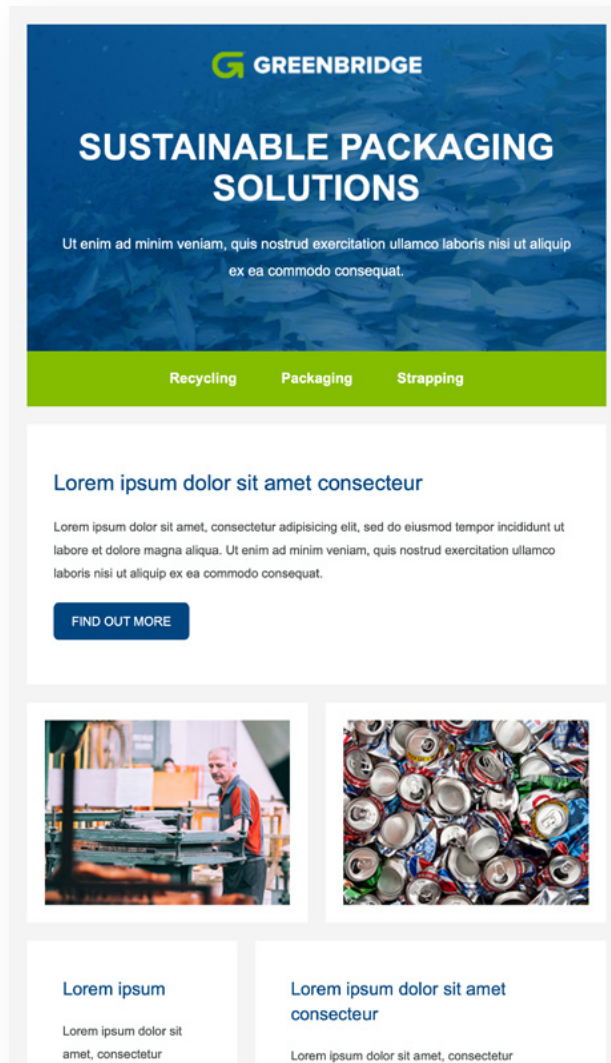
*Remember, as a Greenbridge team member, your responsibility doesn't end when you are off the clock. This policy applies to both company-sponsored social media and personal use as it relates to Greenbridge. It's up to each one of us to protect our brand reputation as well as protecting our own.*

*Honor Our Differences: Greenbridge will not tolerate discrimination, including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances.*

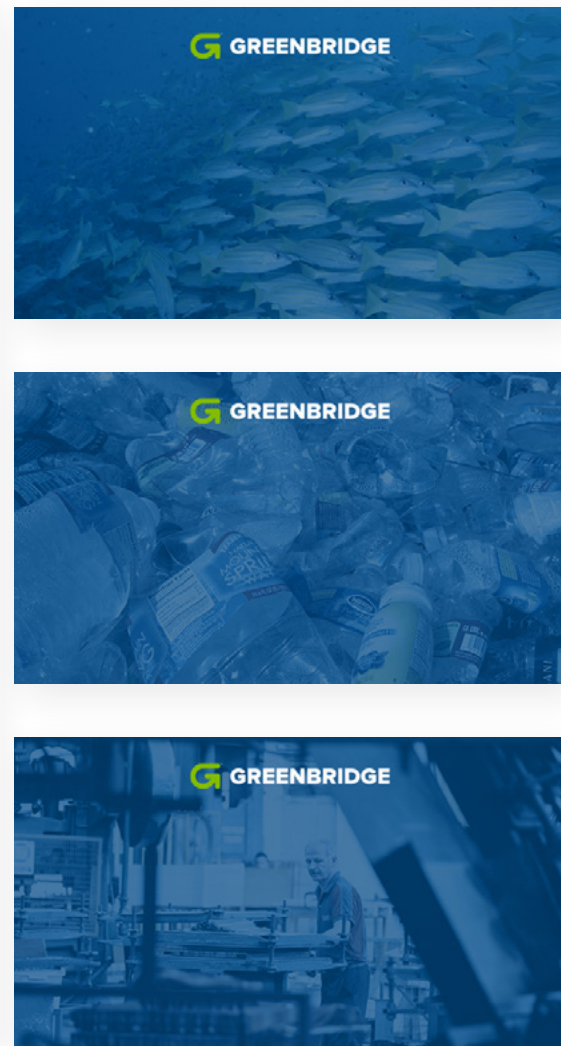
# EMAIL MARKETING HEADER

Email marketing is an important component of the Greenbridge toolkit. The template reflects consistency in branding and presentation of content. If you want to utilize email marketing, please contact the Greenbridge Brand Specialist.

## *Email Header Template*



## *Options for the Header Template*





# PRESS RELEASES

Greenbridge follows the formatting guidelines of the AP Stylebook used by professional journalists. The preferred font is Times New Roman.

Greenbridge issues press releases on news important to our company, customers and industry. If you have news for a press release, contact Melanie Arnold, Brand Specialist, [marnold@greenbridge.com](mailto:marnold@greenbridge.com) for a press release submission form.



FOR IMMEDIATE RELEASE



**This is the Press Release Headline in 12 Point Bold Type**

This is the Subhead in 10 Ppoint Regular Type

**MENTOR, OHIO (01/10/2021)** – Tem que providi ipsusae doluptatatus am suntium voluptatqui doluptas a consequ aerchillant quid et haribus nateseq uidemos dolorer iantota il iusae oditatet int ea iuntes ea ni vel ma volorep eratet et fugia quatem quia quianime plitiis et everum quae nemperchitas a ducienis dolora core veni coreprat aspidebis ipid exerum is alia cor sae cor simincipsam et omnisin consendebit et qui bla que nim am quia quae dolorpore laborepudit ad quostia si omnis exernam aut minulpa sent.

Onseque que conecti nctatem fugia nonsequam, to blaborro torpore rferum nonse por simet invende bitaqui optatibus velendi dicium qui culpa doluptatiam, et laniscitat. Velit et molente volupta vid ut quo ipsapit, sitatias et quatet re dit oditia ex eos et impelenihil in eatis quam accabor epudae. Et et quiaest, conet fugias et laceped maiores truptatiasi conem. Nam, tem fuga. Ignietur molupid qui aborepel inctistrum que magnihitates sunt as net autatia voluptatem qui doluptatus, atis ea que volo et num et et vendusa cullattem quaestia ipid minverit del ipiendaectum acitae nus.

Henda delliquam si nobitis maximus apisquibus, ulpa vernat. Se et am, con corum renimet uribus maionsequam non net quia nobis in recatibusda quae qui tem rest premquatia cus eatust aspidel iquidus es ium nihiciure esti dendip-samus explis earum qui doles molutpaDoluptus antempores etur siminie nihita doluptatis doloresequi quid eum et vent aut porrovitis quidit evelestio que vellorepel exeruptatio invellor re vero debit la doluptatis dem adit quuntore prepressi dion eaquator sit volorempor aliquo quis eosanti inumet utatatis nonsequos eumenime vende ditis doloriam solum fuga. Epe volendae. Bo. Ut fugit remporio est, que diorehenda volupta dis magnimus ut dolorro veritia distione la voloreh endenturem qui officienis destior itiorpos nonseditatem eostrum quaspelest quaeEndelignam is audi untesto riamuse iusapera sapelit aliate ped quidessit utatio. Itat.

Loriae. Harchilit vit mincipsunt ex et, officat lis acesto volorro vitaten dellorera volupta quaero imo qui temporio. Emque nim et fugia commis ad explicue por as magnihi llorum ut faccus ariorru mquatquis est as doluptatem quaiindio te cullo eatu acerumquam laceat.Osandis se dest re rrorrorovit ium duntus, ariorate quia nuste corerion commodictio deligentis arum dis maximet, te voluptati ducis volorem olores ex et faccull atassin plabore magnihil-ibus re, optus exceped modis a corendiat lamusci aspidus restias sa dolupta tectaate doles vitio quiatem autati ni testis rectur re natur, volo doluptatur?Liqui aut quam fugit illorum est im quature re nonsed ut aspedis ut ipsandis a veribus eum iustia poribusam ad etus.

## About Greenbridge

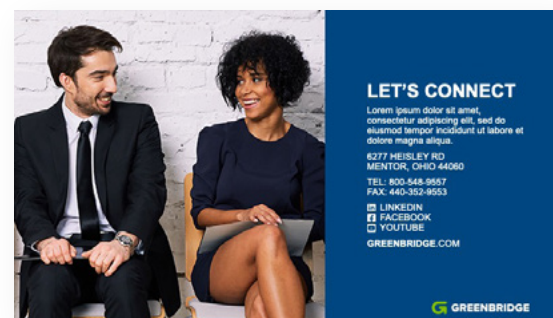
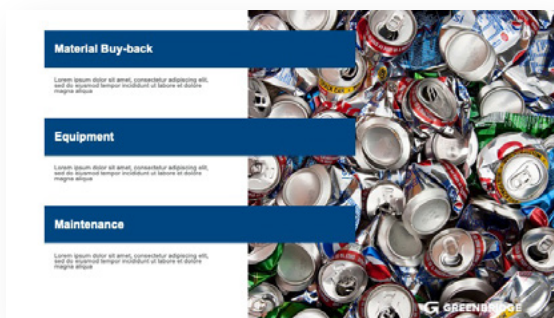
ent pliquam est apelit occum corem nitium nossin ex et dero bla dolut et eum ratiist, sint vollest, cupitias eriatur reri cust, alitation es dolores trupta nihilli gentibus quos prate litiis unt optatiissim voloratur alignimincto dolo-lerum qui re ea sequeae dis et laboreres dolori dusaperiosam qui re omnis. Learn more at [greenbridge.com](https://greenbridge.com).

First Lastname  
Title  
(440) 357-1500  
[flast@greenbridge.com](mailto:flast@greenbridge.com)  
<https://greenbridge.com>

# POWERPOINT TEMPLATE



Use Greenbridge branded templates in all presentations to customers and prospects. Photography, icons and logos are available in our digital resource library.



# SALES SHEETS

**GREENBRIDGE**

## SQUARING CORRUGATED BUNDLER AUTOMATIC STRAPPING MACHINE



UP TO  
**24**  
BUNDLES PER  
MINUTE!

### CB7000SQ

- » All Electric Press, No Pneumatic
- » Direct Drive Strapping Head with German Brushless DC
- » Free Access to Strap Guides
- » Single, Double, Continuous Strapping or Transit Mode
- » Full Automatic with Variable Speed Conveyor

GREENBRIDGE.COM

1-800-899-0822

minimum bundle size of width 8" (W) x10" (L).

### 7000SQ

Squaring  
and Bundler

h Screen

act Mechanical

is the latest DC brushless  
to provide the highest  
and reliability in the market.  
erman-made.

ontrol

adjustments, TEACH-IN  
and troubleshooting guides.

Strap Guides

guides enables free and  
the strap guides without use

g Bundle Control

en side squaring and  
es optimize the integrity of  
pping. Unique front and rear  
nism with independent control  
s squaring performance over  
f bundle sizes.

ble Size Setup System

etting mode makes  
setup for bundle size change  
minimizes costly downtime.

width Press Bar

width press bar provides  
ability and stability of the  
so offers easy adjustments  
ss bar position to increase  
d.

able

ess to open the table top for  
aintenance. Ergonomic design.

Bundle

on rollers nearby strapping  
re small bundles across  
on smoothly. It allows for a

# SALES SHEETS



## SUSTAINABILITY SOLUTIONS FOR THE CORRUGATED INDUSTRY

We all have a vested interest in eliminating waste and embracing new practices that advance the continual use of the earth's resources. But where do we start? How do we turn complex issues into simple, easy to implement solutions? Greenbridge has the answer. Leveraging our core strengths in manufacturing, recycling, technology, and services that extend the life of tools and equipment, we have developed a proactive, flexible approach that helps customers take the ideals of a circular economy and turn them into reality. And, we do so in a way that satisfies sustainability needs without sacrificing business objectives.



### GROWING GREEN TOGETHER:

#### THE BUILDING BLOCKS OF YOUR SUSTAINABILITY SOLUTION



##### Sustainability Audits

Conducted at your site to identify opportunities for recycling and reuse. The deliverable is an actionable strategy to achieve sustainability goals.



##### Material Buy-Backs

We turn your waste stream into a revenue stream, buying your used or scrap PET, polypropylene, strap + cord, paper, stretch wrap, and other materials



##### Technology R&D

The digital economy is redefining manufacturing. We are expanding our robust lab technology and testing capabilities to create new opportunities for you.



##### Strapping + Cord

We provide a full range of strapping, including high-performance embossed polyester from recycled and virgin content. And, we'll buy your scrap back.



##### RPET

Through our Evergreen Plastics division, we recycle 100+ million pounds of PET bottles a year. The RPET resin and flake we produce live on in new packaging.



##### Hand Tools

We sell—and service—the tools your team needs, including battery-powered and pneumatic friction weld tools, tensioners, sealers, and dispensers.



##### Equipment

We offer unitizers, bundling and strapping systems, from individual machines to full line integration, designed and engineered specifically for the corrugated industry.



##### Parts, Service + Training

We keep your tools and machinery online with video and onsite training, repairing and rebuilding equipment and strapping heads—even those of other vendors.



##### Cornerboard

Protects and stabilizes throughout the supply chain. Custom lengths, custom printing, made from 100% recycled paperboard and 100% recyclable.

WWW.GREENBRIDGE.COM | WWW.EVERGREENPLASTICS.COM | (800) 548-9557 | GROWINGGREEN@GREENBRIDGE.COM

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### TEAM



#### Impact of All This?

Thousands of recyclables diverted from waterways and landfills—all thanks to our team.

**Sustainability Scorecard**  
Measures Progress + Identifies Opportunities

Aligns with sustainability goals  
Tracks key metrics  
Identifies risks  
Supports decision-making  
Provides recommendations



