



OnTrack Media Launches Eco-Friendly Marketing Solutions

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Corporate communications design agency OnTrack Media recently launched a line of environmentally friendly marketing solutions including annual reports, brochures and tradeshow materials.

Initiatives include carbon-neutral print processes, and use of recycled paper and emissions-eliminating UV inks.

“By partnering with like-minded suppliers, we’ve been able to develop solutions that greatly reduce our environmental footprint,” states Heather Bawtinheimer, Project Manager at OnTrack Media. “This is something the client can feel good about – as well as the final consumer.” Including ‘eco-audits’ on all substantial printed pieces has become standard practice for OnTrack. “It’s amazing to see the results of your choices, and the direct impact it has on the environment.”

OnTrack is also committed to delivering marketing collateral through innovative digital methods whenever possible. “From a business perspective, making eco-friendly choices in terms of delivery across different media is no longer a compromise,” states Shannon Ward, OnTrack Media Principal. “And in essence, a company’s need to provide information that is both searchable and timely has helped to drive this standard.”

By leveraging a commitment to sustainability and an in-depth knowledge of technology, OnTrack helps clients to market themselves in a more eco-friendly manner.

About OnTrack Media

OnTrack Media is a corporate communications design agency located in Vancouver, Canada. www.ontrackco.com

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To find out more about OnTrack Media’s eco-friendly marketing solutions contact:
Heather Bawtinheimer
sales@ontrackco.com
604-639-7762