

## CASE STUDY

### ACUA

**Industry:** Retail

**Vehicle:** Handout

**Products:** Photo Print Cards

**Features:** Seeded Paper Cards

As individuals and companies across the country are turning to more earth friendly habits, the Atlantic County Utilities Authority launched an eco-friendly Earth Day initiative. To help celebrate Earth Day, the ACUA offered 5 free photo prints to individuals attending an Atlantic County New Jersey Earth Day festivities. To make their promotion earth friendly the ACUA choose Seeded Paper Cards as the delivery method for the promotion. Seeded Paper Cards are made from 100% post consumer junk mail and infused with wildflower seeds. As the cards say, after the reward is redeemed consumers can plant the card, water the soil and then watch wild flowers grow!

