



FOR IMMEDIATE RELEASE

Green Plants for Green Buildings Announces the Opening of the 'Marketing Solutions Product Store,' Now Available on the GPGB Web Site

May 7, Loveland OH-The international educational campaign, Green Plants for Green Buildings (GPGB) issued an announcement today that [the e-commerce 'Products' portion of their website](#) is operational and ready to fulfill orders for marketing pieces focusing on the essential benefits of interior plants. The group's site allows for a full view of each sample item and a [hefty discount for supporters of GPGB \(45%\)](#).

The direct landing page, <http://www.greenplantsforgreenbuildings.org/products.htm> features an easy-access click [to find out if you qualify for the supporter discount](#) and another [to become a sponsor](#) as well as [a link to review each of the initial five GPGB branded products](#). GPGB reports the national distribution of their most recent Earth Day press release resulted in numerous literature requests directly from on-target end users including Deb Pearson, Facility Manager for the BOMI ([Building Owners & Managers Institute](#)) offices at One Park Place in Maryland. "After fulfilling her request, she quickly wrote again, 'I received the information & literature that you sent to me and I do appreciate it. We will most likely be in contact with one of the interiorscapers you recommended shortly. Thanks again for your help- by the way we loved the feel of the pamphlet'" adds [MJ Gilhooley](#), Media Relations Coordinator for GPGB.

[The initial roll out products](#) includes a revised and updated "The Building Isn't Green Until The Plants Arrive," featuring 4 color pages (8-1/2 x 11) sold in packs of 50 at \$75 a pack to the program supporters or investors. The remaining four items are new to the GPGB collection of materials and include three pamphlets with 4 color pages (5-1/2 x 8-1/2) also sold in packs of 50 at \$43 for supporters/investors. The titles of these items are '10 Best Plants for Green Interiors,' 'Bottom Line Benefits of a Green Workplace,' and '10 Reasons For Including Plants in a Green Interior.' In addition, the group has GPGB buttons for sale on the site. The group has indicated that several items will soon be added. "We wanted to start out with a small but high-impact collection of products, which also affords us the opportunity to address any kinks in the system before adding the next installation of products," comments [Susan Cappa](#) of [Gilhooley Consulting](#) (GC). Through GC, Cappa is acting as the literature relations contact for GPGB.

The educational campaign is also publishing the availability of two remaining literature sponsorship opportunities. Assuring benefits including three years of industry exposure, they have requested that interested parties call for further details at 800.347.9014 or e-mail info@gpgb.org.

Included in the news items to be featured in their quarterly industry update to be distributed next week are the recent availability of a self-study program to [earn end-user CEU provider status](#), a visual overview of the use of contributor funds called "Where the Money Goes," and coverage of the recent rise in recognition of GPGB's value for Garden Centers, with over 40 retail outlets now as GPGB supporters. "We saw a preview of the '10 Best Plants' brochure and immediately locked in the support of all our Garden Centers," commented Kathy Scott of [ECCG](#), an alliance of leading independent garden centers.

[Green Plants for Green Buildings](#) is committed to informing those who are decision makers or who influence decisions about the selection of interior design elements, to the significant environmental, psychological, personal health and productivity benefits inherent with the inclusion of interior plants in our indoor environment. Press Contact: MJ Gilhooley. mjg@gilhooleyconsulting.com; For more about the program call 800-347-9014. To become a supporter today, [please download this form](#) and fax back.

Green Plants for Green Buildings

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