

# Green Design GD USA Green eNewsletter

Articles featuring EDG



## Cookie Footprint

AUGUST 2010

Ray Sutton, founder of NOW Bakery, engaged the Evenson Design Group to create the identity program, packaging and web presence for the company and its new cookie line. The treats are organic, gluten and dairy free. In that spirit, Evenson Design of Culver City, CA lessened the client's carbon footprint by packaging the cookies in 100% biodegradable kraft bags that use recycled and postconsumer materials, and are lined with EarthFirst compostable film made from annually renewable plants. The label is printed on FSC and Rainbow Alliance certified 100% postconsumer paper.

[www.nowbakery.com](http://www.nowbakery.com)



## Eco-Friendly Concert

MAY 2009

Evenson Design Group, sponsors at BuFest, the largest Indie music festival in California on May 30 and 31. EDG has created an inaugural poster to celebrate this socially responsible, eco-friendly concert. This limited edition poster will be on sale at the EDG booth all weekend long; a portion of the proceeds will be donated to Tree People, a local nonprofit with 30 years of service. BuFest features four stages and up to 75 artists in the mountains of Santa Monica near Malibu on the Paramount Ranch.



## Sitting Pretty

MARCH 2009

GreenJoy, founded by 25-year interior design veteran Jodi Sutton, is committed to a sustainable and holistic approach to design. For example, Sutton commonly specifies 100% recycled materials, PVC and lead-free fabrics, juxtaposed with rescued or reclaimed wood products, while avoiding the use of toxic chemicals. To build the GreenJoy brand, Evenson Design Group uses the image of a classical chair with enveloping vines. Says Stan Evenson: "Our firm is all about sustainability. Not only are we sharing our expertise... in order to communicate their own green initiatives more effectively, but we're using less resources in the process to tell their story."