



Earth Day is April 22



## Sustainability

If we were looking for a reminder of the power Mother Nature packs, we certainly saw that on Monday! She definitely went out like a lion. "Hear me roar!"

We have been focusing on the environment and eco-friendly products for the past three months; evidenced in our blog articles, videos, featured products and social media posts. Our rationale is that we always want to share with you what we see trending within our industry and the marketplace.

The driving force behind this increased demand and focus on environmentally friendly products is the buying force that the Gen Z wields in the world today. They command a remarkable \$143 billion in buying power. That is almost 40% of ALL consumer shopping. 93% of their parents say their Gen Z children influence their household spending while 70% of them ask their Gen Z kids for advice before making purchasing decisions. Gen Z is defined as anyone born between 1997 and 2012/2015, making them anywhere between 6 and 24 years old.

Add in the Millennials, (1981 – 1996), with \$2.4 trillion in spending power, and you have a massive driving force for what products are produced today and most importantly, how they are being produced.

Sustainability is more than just being eco-friendly. Sustainability relates to the source and type of materials that go into the product, the origin of where it is made, cost of manufacturing and transportation, life span and reusability or recycling ability.

One of the easiest ways to ensure a long life-span of any product purchased is to focus on the quality and longevity of the item. So often, we focus on buying goods based on price, but we must ask ourselves, “What is the long-term desirability of this item to the recipient?”

You want your branded goods to be used and appreciated by those you share them with. Instead of buying a \$15.00 water bottle, why not spend \$25 and make sure it is one they will keep and use each day for years to come? It may cost you more upfront but the increased impression counts with that item will far outweigh those initial costs quickly.

The desirability of the product increases if it is also eco-friendly. As stated earlier, we have never seen our industry come forward with as many green products as they have for 2021. Bans on single-use plastics are driving a lot of that, but our vendors are also trying to attain higher levels of sustainability in all levels of their operations. Using bamboo, wheat fiber and recycled materials is key to any successful manufacturer now.

Here at **MOBO** we continue to try to move our own operations forward with a green focus. Next week we are upgrading our internal systems so that we can go paperless internally. It sounds like a small objective but trust me, it is a massive undertaking for us.

Regardless of where you are at on the path of sustainability, we have products to match. Give us a call to discuss the best way to position your brand in this ever-changing new world we live in.

April is the last month of our “Make Your Mark” contest on Rock 102. If you, or any companies you may know of, could use some extra exposure, feel free to enter.

The winner will be able to choose from four promotional packages valued at \$250.00 as well as receiving some **MOBO** and Rock102 swag. We will even include them in our social media posts in May! Logos can be sent to us via email at [contest@mobopro.com](mailto:contest@mobopro.com). Our March winner was the Granite Curling Club. Congratulations!

Wishing you a peaceful, warm and safe Easter weekend!

-Team **MOBO**