

# Your Green Product Won't Help Save the Planet...

**...unless someone buys it**

Sustainability has become the industry standard. Products without a compelling environmental story never even make it to the table. To remain competitive, you need to develop and promote your green message to keep up with your customers and government regulations.



Chusid Associates are building product marketing specialists. Call us for a free consultation on improving your company's environmental credentials.



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# Do Your Building Products Tweet?

**Teach Them How!**

New communication and collaboration tools are changing the way companies sell to architects and contractors. Integrating them into your marketing efforts increases the reach and impact of your message and reduces cost of sales. They expand your client network, and strengthen your online brand.



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