

A Functional Way to Co-Brand

IDEAS: Health & Wellness Program, Food Drives, Cause Walks, Fundraising Events

Fresh Point is chain of all-organic supermarkets whose mission is to bring healthier, more locally grown produce to their local communities. In addition to everyday in-store transactions, they separate the “imperfect” produce typically not attractive enough for store shelves, and donate them to low-income schools, soup kitchens, shelters, churches and other places in need of healthier food choices. To carry out their mission, Fresh Point looked for local businesses and volunteers to co-sponsor their activities.

- Each site was equipped with reusable, eco-minded promotional merchandise that is both functional for their deliveries and carry a co-branded message from them and each of their community partners.
- Re-usable, USA made* drinkware were given to volunteers and sturdy bags made of 50% recycled & biodegradable materials were supplied for transporting goods. Pens with large, long-lasting refills and barrels made of 100% recycled PET/reclaimed wheat straw were also supplied for use on site and for promotion.

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*Made in the USA of U.S. and imported parts.