

Do your shopping habits measure up?

When polled recently by Angus Reid, 93 per cent of Canadian women and 85 per cent of men said that they are becoming more conscious of the environment and are starting to look at, and buy products that are more environmentally friendly.

Consumers, therefore, do intend to spend their money on environmentally conscious products, but only if additional benefits are evident.

Here are more findings by Angus Reid about Canadian action and attitude:

- 99% agree that manufacturers should try to do more for the environment
- 75% are concerned about the effects of regular soaps and laundry detergents on the environment
- 74% say they would be more likely to buy an environmentally friendly laundry detergent if it was the same price as regular detergents.

And perhaps this observation is most revealing, to which 60 percent of Canadians agree, and 40 percent disagree: "I know that I should do something about the environment but when it comes to making decisions in store, I seem to always stick to the regular brands, not the environmentally friendly ones."



"Acknowledging these reluctant buying habits gives some manufacturers great incentive," says Ed Zello at Purex, a name associated with one of Canada's leading brands.

"Canadians know Purex will get their clothes clean—and it's priced right. We also know by polling, that Canadians don't want to have to pay more and get poorer cleaning power for the sake of buying an environmentally conscious brand. We want it all— clean clothes, a trusted brand name, great fragrances, available at our regular store, at no additional cost. It's a tall order, but that's what it takes.

"As a result, the Purex research and development scientists got to work to develop the biodegradable Natural Elements line. It's formulated with 100% naturally derived cleaning ingredients and natural fragrance extracts. Better still, it's reasonably priced, free of dyes, the packaging is recyclable, and its 2X concentrated formula means you use half the amount of any standard detergent calling for far less water, less waste, and less packaging."

So how do your shopping habits measure up? Check yourself:

- I am a responsible consumer if I:
- Use fabric shopping bags, not plastic
 - Scout the store shelf for a 'greener' line in the product I need
 - Read labels to determine biodegradability
 - Buy products that have the most responsible features
 - Avoid plastic packaging unless it is biodegradable, or recyclable
 - Buy local produce since it uses less energy to arrive at the market
 - Ask my retailer to stock more green products

—News Canada

Staples Business Depot turns recycling into dollars for schools through program

Since 2004, Staples Business Depot has been donating money back to schools through the Recycle for Education program.

Each year, local schools register with the program and raise funds for their school by collecting and recycling their used ink and toner cartridges at any Staples Business Depot.

Each Staples Business Depot store location is equipped with a designated Recycle for Education recycling bin. The retailer then

recycles the empty ink and toner cartridges with a third party vendor.

Proceeds raised through the program are distributed amongst the schools that register with the program.

"Inkjet printers can be found in nearly every home in Canada," says Steve Matyas, president, Staples Business Depot.

"Most cartridges— an estimated 375,000,000— are thrown in the garbage and then dumped in land-

fill sites where it can take centuries before the plastic containers decompose, so recycling these items with us will make a huge impact on the environment."

The Recycle for Education program is an easy recycling option that translates into money for local schools. For more information and to register with the program, schools can visit www.recycle4ed.ca.

—News Canada

EVERY KILOWATT COUNTS

SUMMER SWEEPSTAKES

USE LESS AND WIN BIG PRIZES

Winning this summer is easy!

First, register online for a chance to win great prizes*. Then, take steps to reduce your total electricity consumption by 10%.

10
ENERGY STAR[®] qualified
KITCHEN PACKAGES

OVER 400 PRIZES IN ALL!

15
ENERGY STAR[®] qualified
LAUNDRY PACKAGES

20
iPod TOUCH & SOLIO CHARGER PACKAGES

15 pairs
Trek "6000" His & Her
MOUNTAIN BIKES

Register NOW!

To enter the sweepstakes visit www.everykilowattcounts.com/sweepstakes or call 1-800-322-7417.

Go online to find out more about these fabulous prizes and to get electricity-saving tips. Don't delay, registration closes July 15, 2008!



A program brought to you by the Ontario Power Authority and Halton Hills Hydro
Official marks of the Ontario Power Authority

*Conditions apply. For a complete set of contest rules visit www.everykilowattcounts.com/sweepstakes or www.HaltonHillsHydro.com