



CASE STUDY

Botinicals Gift Shop and Studio

Location:

610 Queen St. Fredericton, NB.

Contacts:

John L. Welling
454-6101

Products and Services:

Retail

Date of Case Study:

May 12th 2009

Achievements:

Located in the same store-front as Fredericton's first-ever gift shop, Botinicals has married historic charm with modern environmentalism. The tin-clad walls of the Queen Street address are reminiscent of yesterday's luxury, while the LED and CFL lighting is evidence of modernity. And if modernity is characterized by environmentally ethical business practices, then John L. Welling of Botinicals might even be called futuristic!

Botinicals represents and displays numerous extremely talented local New-Brunswick and Maritime artists, and in keeping with his environmental philosophy, John even has some artists known for their "eco-art", including himself! John collects discarded tin products and creates beautiful flowers of every sort; talk about a transformation! In addition to Botinicals' extensive recycling system, John composts all the store-generated organic waste, uses 100% recycled paper products for all paper requirements, and promotes an active transport strategy. Most notably, when you purchase a piece of art from Botinicals, do not expect it to be handed to you in a plastic bag; John provides Canadian-made paper boxes and bags for every purchase. Plastic bags can take up to 1000 years to disintegrate in our landfills, where as paper products, when exposed to air will break down in approximately two-four weeks. For John, making environmentally-educated decisions for Botinicals is not an *alternative*, it is the *only* way to run a healthy, happy, and most importantly, appealing business!

Already a Green Shops Gold member, Botinicals makes going green look easy. John knows what he has to do over the next twelve months to maintain his Gold status and is committed to seeing it through, in fact, I would not be surprised to see much more than what it *needed* done by May 2010!