



CASE STUDY

Radical Edge

Location:

386 Queen St. Fredericton, NB.

Contacts:

Mike & Mary Davis

506-459-3478

RadicalEdge.ca

Products and Services:

Specializing in top quality outdoor apparel and equipment.

Date of Case Study:

October 6, 2008.

Achievements:

Established over 15 years ago, Radical Edge makes it easy for Frederictonians to get outdoors and do what they love. Whether biking, skiing, trekking, or just out with the kids, Mike and Mary Davis, owners/operators, can set you up with what you need. Along with promoting an active lifestyle, Mike and Mary also promote playing an active role in Fredericton's environmental upkeep.

Not clouds, not rain, not snow can keep Mike off his bike, and he encourages the same transport strategy to not only his staff but his patrons as well. In addition to this environmentally friendly strategy, Mike and Mary have also installed a low-flow toilet, have switched their lights to high efficiency CFL bulbs, and use 100% recycled paper products for all their in-house needs. Perhaps the most notable achievement to date however is developing a strategy to recycle some of cardboard generated by the nature of their stock. Although Mike has no problem calling his distributors to tell them they are using way too much packaging, most of Radical Edge's products do come in large, oversized cardboard boxes. And now Mike and Mary can offset the distributor's packaging by successfully recycling some of the cardboard associated with their retail.

Already a Green Shops Bronze member, Radical Edge is taking strides and leaps toward becoming a Silver member. Mike and Mary are already committed to soon implementing innovative strategies to decrease their already impressively low consumer plastic bag use, and to improving the efficiency of their windows. The future looks bright, or maybe green, for Mike and Mary and Radical Edge!

Currently Implemented Actionable Items:

1. Using high efficiency CFL bulbs
2. Implemented a recycling program
3. Promote and active transport strategy
4. Installed a low-flow toilet
5. Uses environmentally certified cleaning products
6. Uses 100% recycled paper products