



CASE STUDY

Robert Simmonds

Location:

400 King St. Fredericton, NB.

Contacts:

Paul Simmonds

455-2500

info@robertsimmonds.com

Products and Services:

Specializing in tailored apparel.

Date of Case Study:

October 17, 2008.

Achievements:

Over the years, Paul Simmonds of Robert Simmonds has stood for many positive things, today he represents one more; reducing his environmental impact by “greening” his business. Greening within the retail industry can be difficult though, and Mr. Simmonds taking on such a challenge is a testament to his commitment to the community and the environment.

By using environmentally certified cleaning products, 100% recycled paper products, and by implementing an extensive in-house recycling program, Mr. Simmonds has earned Green Shops Bronze status. Adding to his impressive credit tally of 20 is the simple act of putting non-essential lighting on timers. Although a quick and simple way to save electricity and money, few retailers have installed timers on their window display lights. Mr. Simmonds took the initiative to program timers on all non-essential window lighting reflecting the typical time of traffic by his store; straightforward, effective, and just plain smart business!

Greening a business does not happen overnight; obstacles are bound to arise, and investments are going to have to be made, this being said however, Paul Simmonds is a determined advocate of environmental stewardship. Understanding the importance of the decisions concerning the environment he makes today, and the subsequent outcome for the future, is enough of a drive to continue on the path he is on.

Implemented Actionable Items:

1. Installed a Programmable Thermostat

2. Installed Timer on Non-Essential Appliances
3. Switched to Natural Gas Heating
4. Implemented a Recycling Management Program
5. Utilizes Non-Motorized Options for Deliveries within the City
6. Uses environmentally Certified Cleaning Products
7. Use 100% Recycled Paper Products
8. Contributes to Local Greening Initiatives