



## **CASE STUDY**

### **Aitkens Pewter**

**Location:**

408 Queen St., Fredericton, NB.

**Contacts:**

Martin Aitken

sales@aitkenspewter.com

**Products and Services:**

Hand-made pewter pieces

**Date of Case Study:**

February 5, 2009.

**Achievements:**

Established in 1972, Aitkens Pewter can be found in many Fredericton homes; being worn as jewelry, adorning the Christmas tree, or holding flowers as a very stylish vase. Proud of his products, Martin Aitken is equally proud of his community, and is dedicated to enhancing its beauty by making it as green as it can possibly be.

Going above and beyond, Martin has taken “going green” to a whole new level. While implementing so many worthwhile actionable items, including installing CFLs in the studio and store-front, installing aerators on all faucets, and reducing his paper usage by having his faxes sent to email as opposed to printed, Martin has also made his business carbon-neutral. For the past two years Martin has been purchasing carbon offsets from Chicago Climate Exchange and has thus become carbon-neutral! Also, an interesting way to go green, Aitkens Pewter employees work a typical 2-week work week in 9 days rather than 10. This means that the heavy-duty machinery used at the studio does not need to be turned on and drawing electricity for a whole day...and employees get a long weekend every other weekend!

Unsurprisingly then Aitkens Pewter is already a Green Shops Gold member with an impressive 36 credits. Ahead of the game, Martin will undoubtedly astound us again with new and creative ways to go green in years to come. Aitkens Pewter offers tours of the studio demonstrating how some of your favorite pieces are made in an environmentally friendly manner, go see how “green” they are for yourself!

