



CASE STUDY

Blonde Inc.

Location:

349 King St. Fredericton, NB.

Contacts:

Jenny Guidry
506-444-0002

Products and Services:

Hair and esthetics

Date of Case Study:

March 4th 2009

Achievements:

Newly inaugurated into the Tannery downtown, Blonde Inc., despite its name, is a Mecca for brunettes, blondes and redheads alike! Versed in the hottest trends of both color and cuts, and carrying the awards to prove it, Jenny and her staff are artists in their own right. One color they are all very familiar, and not because of its use on hair, is green; ask anyone at Blonde Inc., it is definitely hot right now!

With 18 credits Blonde Inc. is just inches away from their first Green Shops medal. Among the many things Jenny does to green her business is to have every stylist's chair on an individual power bar, meaning that when one stylist is working on someone not all the stations are on. That implies big savings when you have four stations! Also, Jenny promotes an active transportation strategy to all her employees and has an aerator on her bathroom faucet. By using an environmentally friendly aerator Jenny is saving over seven and a half litres of water every minute the tap is turned on.

Jenny proves that it is more than possible to have a very stylish business while being environmentally ethical. She knows that at present every little effort helps, which is why she is making a great effort. We cannot wait to award Blonde Inc. with their first medal, and by the looks of things it won't be too long until we can!