



## **CASE STUDY**

# **The Belton Group**

### **Location:**

634 Brunswick St., Fredericton, NB.

### **Contacts:**

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### **Products and Services:**

Data marketing and management company specializing in data collection, organization, storage and publication of client based marketing campaigns.

### **Date of Case Study:**

February 12, 2009.

### **Achievements:**

From their slogan, “An Ideas Company”, to their environmental policy, The Belton Group oozes creativity and innovation. Working with a widely diverse clientele base, The Belton Group has an opportunity to urge environmental awareness that is unmatched by many industries; and they’re taking it!

The Belton Group prides itself on its satisfied clients, its modern applications, its professionalism, and now its “greenness”! Although awaiting the construction of their permanent home on Regent Street, The Belton Group has adopted the space above Gallery Opaque and is applying their environmental philosophies the best they can. They have installed aerators on their faucets, they promote and adhere to an active transport strategy, and every desk is equipped with its own recycling receptacles. Most notably, The Belton Group is making a difference in the services they provide. Being a marketing firm, The Belton Group is able to reduce paper usage by thousands and thousands of sheets every year! To put it into perspective, last year alone the team and The Belton Group sent out over 3.5 million electronic messages on behalf of their Client Partners located across North America, imagine if they were not environmentally conscious and they used paper for all those messages?!

Already a Green Shops Bronze member, The Belton Group is sure to impress even further in the future. Anticipating their new home they have already committed themselves to building it with the environment in mind; what a bright idea The Belton Group!