



Marketing Guide for the Hong Kong Green Label Scheme (HKGLS)

Certified HKGLS products have less impact on health and the environment than most other products. That will certainly give you sufficient competitive advantage to position your products better than those of your competitors.

Being certified with the HKGLS is a great achievement – but now it is necessary to show it to your customers too. The HKGLS logo allows you to paint a “sustainable” picture of your products. There are many ways to make the HKGLS logo visible in your marketing. The following basic recommendations are easy to implement, but you can also develop further ideas.

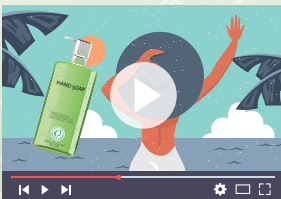


Product packaging & the product itself

To begin with, use the HKGLS logo in combination with the “HKGLS Code Number” or “Certification Number”, which should be visibly placed on your products.

Advertisements referring to or displaying the HKGLS logo

When you plan your next advertising campaign, you may consider using the HKGLS logo as an official “stamp” certifying your product(s). This may include displaying the logo in magazine advertisements as well as referring to it in your headlines and body text.



Product Brochures

Try to integrate the HKGLS logo whenever you produce specific product brochures. Your customers will be happy to read that the products they wish to purchase are environmentally safe!



Website

It does not take much effort to include the HKGLS logo on the home page of your product website. Take care to ensure that the logo is linked to the official website of the Hong Kong Green Label Scheme (www.greencouncil.org/hkgls). This creates an official impression and convinces visitors about the efforts you have made to meet the criteria.



Press work

It is a good idea to report on the fact that you have taken a step towards improving the environment: journalists will be happy to hear that your company has done so! This may include sending out a press release once you have obtained the HKGLS, or you may consider mentioning it in your next product PR articles or at PR events.

Sustainability report

An annual sustainability report is an excellent place to display your certified products with the HKGLS logo.