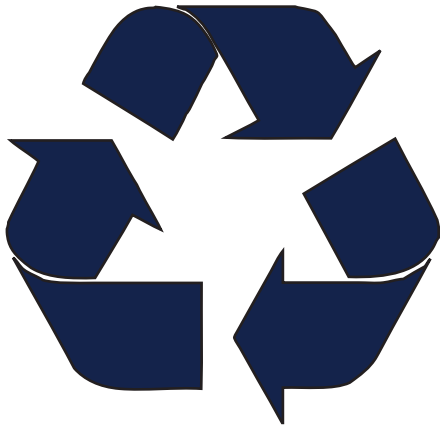
Pinnacle Marketing Group

RECYCLE



The Yellow Pages Industry has a long history of environmental responsibility. Initiatives include source reduction, manufacturing processes and recycling.

Pinnacle Marketing Group has signed a Statement of Commitment with Local Search Association (LSA) to remain environmentally responsible. We also cooperate with state and local environmental laws and regulations. We're asking you to collaborate on this effort.

How you can help:

- promote recycling in your newsletter, website, social media, bill stuffers, radio ads, etc.
- place a recycle logo and date on your directory cover and in the information pages example "Recycle March 2016" (1 year from publication date)
- include recycling fillers in your directory
- have a recycling point available in your office
- provide recycling collection and delivery to recycler when your new directory is distributed, encourage local schools, churches, non-profits to hold recycling drives & donate money to them for each directory they collect and recycle
- provide a list of local drop-off locations
- promote curb-side recycling (If available in your area)

Some states have laws against throwing away directories in landfills...Are you one of them?

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4030 Technology Dr. NW Bemidji, MN 56601 | 218.444.2180 | 800.343.8086 | pinnaclemgp.com | localsolution.com