



creative RESOURCES Trend Report

WHAT'S HOT IN PROMOTIONS FOR 2022



FOCUS ON: SUSTAINABILITY



Eco-conscious living

BAMBOO: THE SUSTAINABLE OPTION

Bamboo is a fantastic alternative to many materials; it is strong and durable, but also biodegradable. Bamboo can grow to full size in just a few months, compared to standard trees, which can take decades to mature.

The lack of pesticides when growing means the cultivation is natural and never harms the environment.





Going Green



THE HARVEST COLLECTION

Reusable, Microwave safe, and BPA Free
Flecked finish from plant-based material



100% RECYCLED PET

Made by melting down existing plastic bottles and creating new polyester fiber.

We have a large selection of RPET products, for any need. Ask us for ideas!



Put a cork in it

Imagine...
a sustainable
alternative to plastic and paper
that's also stylish and functional. Cork
is an environmentally friendly material
made from tree bark, which can be stripped off
every decade without damaging the tree.
It's lightweight, waterproof, flexible, durable,
and renewable.
And it looks great too!





ASK ABOUT OUR CORK OPTIONS!

Most of our product lines offer cork options, too many to list here. Ask us how we can incorporate cork into your next campaign!



Sustainable clothing is the solution to the fashion industry's negative environmental impact. Made from natural materials like bamboo and cotton, our sustainable line of clothing is guilt-free for both your conscience and the planet. Plus, our clothes are designed to last so you can wear them season after season without worrying about whether they'll end up in a landfill.

Roughly 57% of footwear and 64% of apparel is made from synthetic materials. The problem with synthetic materials? They're made from plastics. Plastics come from oil, and oil is a fossil fuel that's accelerating climate change. These materials weren't widely used in our industry until the 1980s, but we've quickly become dependent on them. The reliance on fossil fuels is accelerating climate change, creating negative impacts on waste, biodiversity, and more. This is why we need to transition back to renewable, natural materials.

MOUNTAIN STANDARD CLOTHING

Our product philosophy is simple. Motivated by modern mountain living and a sustainable future, each product is highly considered for the activities, seasons, and terrains we encounter. Mountain Standard goods must be highly versatile, multi-use, durable, and timeless.



Sustainable Clothing

MOUNTAIN STANDARD COLDFRONT DOWN JACKET

100% Recycled nylon & mini ripstop material, with premium goose down insulation



INTRODUCING THE 100% RECYCLED, NEVER RE-DYED RE-TEE.

Our new affordable District Re-Tee is 100% recycled fabric and never re-dyed, made from reclaimed material that could otherwise end up in a landfill.

Soft. Comfy. High-quality. Doing good for the planet feels as good on the outside as it does on the inside.

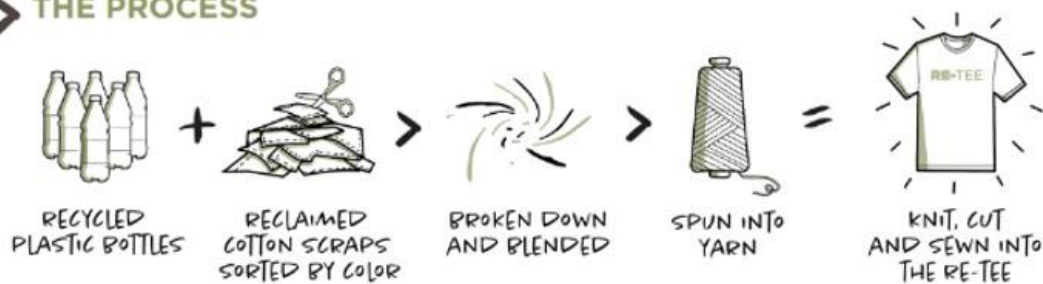
> THE BREAKDOWN

The Re-Tee is composed of 60% recycled cotton scraps and 40% recycled polyester known as rPET, derived from used items such as plastic bottles. Each tee's color comes from its original cotton scraps and polyester yarn so it never has to be re-dyed.

> WHY IT MATTERS

Well, the earth. By eliminating the water-intensive dyeing process and the need to produce new raw materials, we save loads of resources. We're talking the equivalent of skipping over six weeks of showers or shaving 5.87 miles off your daily commute.

> THE PROCESS



Responsible • Trendy •





Comfortable

WHAT ABOUT SWEATSHIRTS?

We've got 'em.



NALGENE SUSTAIN BOTTLE

Introducing our brand new line of sustainable bottles made with 50% recycled content. Each Sustain bottle is created from resin powered by nex-generation recycling technology that transforms plastic destined for landfills into high performance, BPA/BPS and phthalate-free bottles.

Each Sustain bottle is created from resin powered by nex-generation recycling technology that transforms plastic destined for landfills.



Lifestyle

Offer products that encourage a more earth-friendly lifestyle, such as reusable shopping totes, and multi-function pieces like this water resistant picnic blanket/tote.



Reversible

Giving back



Our Green Business seal certifies that we:

- Focus on providing eco-friendly products to our customers.
- Offer items that are made of recycled materials, and that are reusable, recyclable, and sustainable.
- Offer green solutions from raw goods, products, ink and logistics and to maintain a required level of sustainability in the workplace.
- Promote recycling, water conservation, energy conservation, waste reduction and “environmentally friendly” purchasing.
- Document our ongoing efforts to recycle, reuse and reduce energy and waste

As a certified Green Business, Creative Resources’ initiative and one of our core principles is to help our environment, and do our part in reducing our carbon footprint. We believe green is more than just a trend; it is being aware that the choices we make impact the world around us. There is an amazing array of eco-friendly products available -- recyclable, reusable, biodegradable or made from Earth-friendly materials – and we find the best of the best. We incorporate them into every client presentation we make. Most of our clients are actively exploring sustainability opportunities, and they appreciate our partnership in helping them achieve their sustainability goals.



Our continued commitment to our clients and the environment is to actively participate in making a difference. With that commitment, Creative Resources will donate and plant a tree (through the National Forest Foundation) for every order placed through your sales rep.

Your orders have helped to address critical reforestation needs on our National Forests.

