

# Environmental Green

“Environmental leaders see their businesses through an environmental lens, finding opportunities to cut costs, reduce risk, drive revenues, and enhance intangible value. They build deeper connections with customers, employees, and other stakeholders. Their strategies reveal a new kind of sustained competitive advantage that we call Eco-Advantage.”

— *Green to Gold*

Daniel C. Esty and Andrew S. Winston

## Start Thinking Green.



**RJRoss**  
Consulting

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## Fashion changes

— every year a new “hot color” —  
but one color is here to stay for  
your company...

HONEYSUCKLE PINK  
2011 Pantone® Color of the Year

In today's world public awareness and involvement in environmental issues are well established. It is not a passing fad. Has your company embraced the environmental movement and adopted green thinking throughout your entire organization? It is equally important that your company moves that message clearly to your clients.

**RJRoss Consulting** can equip your company to meet today's environmental challenges and enhance your eco image to your clients.

## RJRC can:

- Evaluate your eco strengths and weaknesses
- Analyze your testing and certification needs
- Build comprehensive, environmentally focused programs throughout your organization
- Convey your environmental message to your clients



**RJRoss Consulting**, with their technical expertise, can bring real environmental business value to your company. Talk with **RJRoss Consulting** and take the practical path toward the Eco-Advantage for your business.

[www.rjrossconsulting.com](http://www.rjrossconsulting.com)