



Thermo-Serv/Betras Promotes Reduce, Refill, Recycle, Rethink Program



(Dallas) On April 1, 2008 Thermo-Serv/Betras will launch its green initiative, “Reduce, Refill, Recycle, Rethink”, a campaign focused on educating customers to the environmental benefits of utilizing a refillable drinking container. Long before the recent popularity of the green movement, Thermo-Serv/Betras promoted the benefits of reusing a refillable mug. After all, if every coffee drinking American used a refillable mug instead of a disposable cup, we would spare our environment close to 7 million pounds of CO2 emissions every day. To neutralize that damage, we would have to plant 140,000 trees each day!

In addition to its everyday support of refillable drinking containers, Thermo-Serv/Betras has introduced its new Green Line mugs to an already extensive list of products. Made from recycled materials, the Green Line mugs feature double-wall insulation, ergonomically designed handles for comfort, and one-color printing on a black high-gloss finish. These mugs, like all others in the company’s collection, are recyclable.

While the “Reduce, Refill, Recycle, Rethink” initiative is a new step for Thermo-Serv/Betras toward going green, the idea of maintaining environmentally-friendly business practices is not. For years, the company has used ecological packaging materials when sending out its products. Before being shipped, mugs are wrapped in a recyclable poly bag and are then distributed to customers in recycled and recyclable corrugated boxes.

Despite the fact that this new green initiative will focus primarily on reaching the public, some internal efforts will be implemented as well. Realizing that the average office employee goes through 10,000 sheets of paper a year (or the equivalent of one tree per person per year), recycle bins for paper products will be supplied to each desk to help eliminate excess waste. The company will continue to promote electronic correspondence, such as its monthly e-newsletter and various e-blasts of promotional collateral, and employees will undergo training to learn about the various steps they can take to personally help conserve resources and promote sustainability.

For more information on Green Line mugs or other ways Thermo-Serv/Betras is helping the environment, please visit www.thermoserv.com.