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For Immediate Release

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Windsor Marketing Group Introduces Deep Green™ 100% Recyclable Pallets

SUFFIELD, CT (April 28, 2010) Continuing their leadership in developing environmentally friendly products, Windsor Marketing Group just introduced Deep Green™ Pallets, the industry's first totally recyclable shipping pallet made of 100% recycled materials. Deep Green™ Pallets were designed specifically for shipping point-of-purchase materials to retailers.

The U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS) cited industry data indicating that 1.2 billion wood pallets are in circulation in the United States, with 93 percent of all goods moving on those pallets. The APHIS expressed "a high level of concern that wooden pallets may serve as a vehicle for human assisted long-distance movement of various plant pests."

Plastic packaging materials and pallets have arisen as a pest-free alternative to wooden pallets. However, they are significantly more expensive than wood and they typically contain brominated flame retardants. Bromine has known toxic properties, is highly resistant to degradation in the environment and is able to bioaccumulate (build up in animals and humans).

Windsor Marketing Group delivered its first shipment of in-store sign products transported on Deep Green™ Pallets to Price Chopper Supermarkets, Schenectady, NY last week. According to Kevin Armata, CEO, Windsor Marketing Group, "our ability to provide Price Chopper with 100% recycled products through the manufacturing and delivery process was the decisive factor in winning this business. We give our clients a choice of many environmentally sensitive material alternatives. Our commitment to provide our retail customers environmentally friendly products has never been stronger". The sign products were packed in crates made from 100% recycled Deep Green™ material that is totally recyclable. The final product was shipped to 118 stores in six states – CT, MA, NH, NY, PA and VT. Deep Green™ pallets are just another example of retail point of purchase solutions introduced by Windsor Marketing Group that can be produced, distributed, used and recovered with the minimum of environmental impact.

Windsor Marketing Group is an environmentally friendly company dedicated to using recycled and recyclable products in our manufacturing processes which minimize the impact on landfills. 100% of our paper waste is shipped to secondary markets for recycling, and our inks are eco-friendly soy-based and UV that prevent pollution. In addition, we employ a closed-loop, water recycling system which has resulted in a significant reduction in wastewater. We have eliminated conventional film processing and were the first large facility in North America to digitize the screen process. In addition, all solvents are recycled. We are committed to a pollution-free environment and proud to lead our industry in securing a safe, energy independent future for our employees, communities and customers.

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Windsor Marketing Group

Windsor Marketing Group helps retailers increase sales by developing, manufacturing and distributing in-store marketing programs that captivate shoppers and inspire them to buy. Our clients include some of the most respected retail chains in the U.S. Established in 1983, our headquarters is located in Windsor Locks, CT (Hartford Area) with regional offices in West Palm Beach, Atlanta, and Baltimore.