



BAUMGARTEN'S OFFERS GREEN SHIPPING -- TREE PLANTED WITH EVERY ORDER

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Atlanta, GA (PRWEB) April 19, 2007 -- Taking a leadership role for the environment, Baumgarten's, a consumer goods manufacturer since 1948, is offering its customers a "Green Shipping" option that allows a live tree to be planted with every order.

Baumgarten's has partnered with AmericanForests.org "Global ReLeaf" program to assist the environment in offsetting greenhouse gases generated by shipping its consumer products.

"Imagine this! We just implemented the program and we have already planted 60 trees. That is the equivalent to saving and not burning 2000 gallons of gas," says David Baumgarten, the company's president. "It's an incredible, inexpensive and effective way to lower the carbon dioxide footprint that goes with shipping product, and the bonus is it makes for nicer scenery."

"Our goal is a cooler planet and profitable commerce. If we imagine all of the packages that travel around the country each day to support commerce, then tens of thousands of trees will need to be planted each day to offset the hundreds of thousands of pounds of CO2 created by moving those packages around," says Baumgarten.

Baumgarten's online customers now have two shipping options for the Continental U.S. The default is "Green Shipping" and the second is "Standard Shipping." Upon checkout the customer can choose which shipping method he or she would prefer. The "Green Shipping" option simply adds one dollar to the cart. Additionally, Baumgarten's national network of resellers can also add a tree by ordering Stock# 08733. Baumgarten's forwards those dollars to American Forests where they in turn plant the tree where it will do the most good.

"It may be too soon to tell, but so far consumers are proving to be incredibly 'green' in their purchases," Baumgarten says. Since inception 68 percent of Baumgarten's customers elected for the "Green Shipping" option.

About American Forests

AMERICAN FORESTS helps people improve the environment with trees and forests. We are a world leader in tree planting for environmental restoration. We are a pioneer in advancing the science and practice of urban forestry and a primary communicator of the benefits of trees and forests. AMERICAN FORESTS helps people identify, recognize and preserve their special trees, and our community-based initiatives help people plan and implement local actions to restore and maintain healthy ecosystems and communities. American Forests is on the World Wide Web at www.americanforests.org.

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About Baumgarten's

Now in its 59th year, Baumgarten's offers an array of consumer products to national wholesalers, distributors and retailers in the office supply, arts and craft, personal identification, toy, pet and service station markets. Established in 1948 by Friederich Baumgarten with the first known hand held pencil sharpener in the USA, the company has grown to carry 400 different items including brands such as Plastiklips™ Paper Clips, UpClose™ Magnifiers, Sticky Pockets™ Protective Envelopes, and PhonePets™ Cell Phone Charms. Baumgarten's has been named the Manufacturer of the Year for five of the last seven years by OPWA (Office Products Wholesale Alliance), their top award. Additionally, Baumgarten's is seeking other environmentally friendly ways to incorporate into its award winning day-to-day practices. To visit the Baumgarten's Web site, please go to <http://www.b3.net>

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