



We're the first **custom greeting card company** that blends sleek, cosmopolitan design with environmental and philanthropic rewards.

Boasting a **zero environmental footprint**, our beautiful greeting cards come alive with style and sustainability, imparting your exclusive message with powerful, unforgettable flair.

- ➔ **Made with Soy and Vegetable Based Ink:** Our non-toxic inks may be "eco," but you'll see rich, highly saturated depth of color.
- ➔ **Printed on 100% Post-Consumer, Processed Chlorine-Free Paper:** Sturdy, high-quality stock that's also recycled? It's possible, and we've got it. Nothing flimsy around here.
- ➔ **Eco-Fueled!** Even our web site is hosted by a solar and wind-powered server. We've covered our carbon overhead with offsets and are happy to say that, in the end, we're neutral.
- ➔ **Sophisticated and Unique:** At Greene Street, you can be sustainable without sacrificing style. We've assembled an impressive collection by top international photographers to choose from. Or, provide your own photo, artwork or logo.

Creating a Greene Street Greeting is both simple and fun.

**1- Choose an Image.** From colorful compositions of modern-day-metro-life to serene landscapes, we're rolling out a diverse holiday collection you'll love. We can even help you find a one-time, exclusive image that captures your unique point of view.

**2- Create the Message.** From the simplicity of "Season's Greetings," to an important company announcement; the words are all yours. These cards are the perfect canvas to share your good deeds and social milestones. **Corporate citizenship and social responsibility is all the rage**—Why not make a donation to **your favorite charity** on behalf of your customers for the holidays? Wording your generosity and achievements is easy; to get started, ask to see our sample library.

**3- Spread the Word.** On the back of every card, recipients will find a simple message that the card they hold in their hands is **as green as it gets**, reiterating your respect for the planet and solidifying a commitment to your community.

**4- We'll Handle Everything.** You get a proof before it prints, then delivery within 3-4 weeks. It's all done online but we're always here to speak "live" about your project.

**5- Rest Assured.** We're like you—concerned, yet pro-active. We recycle, conserve and are always on the look-out for greener solutions. We donate 1% of our profits to environmental causes, are big volunteers, and participate in positive business forums—we wouldn't have it any other way.

We look forward to making your greetings Greene!

**CALL 646-290-5331 or EMAIL [INFO@GREENESTGREETINGS.COM](mailto:INFO@GREENESTGREETINGS.COM) WITH ANY AND ALL QUESTIONS.**



## Greene Street Greetings

Evan Samantha Schoninger, Founder and Publisher

### Biography

Combining philanthropy and the arts comes naturally for Evan Schoninger. Inspiration for Greene Street Greetings grew from her mother's family arts foundation, as well as her studies of mid-century designers like Charles and Ray Eames whose designs were a natural product of their social and environmental concerns.

"I'm really interested in my company being a different kind of greeting card company—connected to its community and highly relevant," says Evan, Greene Street Greetings founder and publisher. "I want these cards to inspire good deeds and add subtle pressure for recipients to follow suit. If you receive a card that's pure goodness, from its production values to its inherent social and environmental message, people might think twice about donating to Hallmark next time around."

Evan sees her lovely custom note cards as "a canvas that just happens to be green." Her entire line of eco-based products adopts the a modern green philosophy—that eco-oriented choices should be woven into people's lives in easy, fun and beautiful ways.

Greene Street Greetings achieves all this and more. In addition to leaving a net-zero environmental footprint, the cards are printed with soy and vegetable based inks on 100% post-consumer waste, recycled paper that's processed without toxic chlorine. Even the company's website is hosted by a solar and wind-powered server. In addition, Greene Street Greetings participates in One Percent for the Planet, where 1% of sales are donated to urban environmental causes.

### **More About Evan**

Evan graduated from the design department at the California Institute of the Arts in Los Angeles. Direct from design school, she landed in London at Eye magazine. Since her return to the US in 2000, she's been involved in the design and production of more than 200 titles for notable publishers including: Princeton Architectural Press, Testify Books, HarperCollins, and The Monacelli Press.

Evan regularly volunteers at Theresa's Haven, a family shelter in the South Bronx. She is also a professional member of Net Impact—a business leadership group that promotes the power of business to make a positive social, environmental, and economic impact. Evan is a business member of Co-op America; and a charter member of O2 New York, an eco-design network. She lives in downtown New York City with her dog, Mabel.