

Release Date: September 15, 2008
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A.R.E. Takes Leadership Role in Development of Green Retail Environments

Hollywood, Fla. (Sept. 15, 2008)—Providing assistance to members, retailers, and the industry for the greening of retail environments is the top priority of the Association for Retail Environments under its new strategic plan. With the aid of its Green 100 member task force, A.R.E. is taking a leadership role in the development of green retail environments. We are:

- Developing guidelines for green retail environments products. An answer to the “what is green” question plaguing the industry, guidelines will enable members to explain the sustainable aspects of their store fixtures and visual merchandising products and will help retailers and designers understand how to spec products for green store interiors.
- Developing resources for retailers, members, and the retail environments industry at large. Just a few examples: For retailers, our *Green Guide: Resources for Sustainable Retail Environments*, a pull-out supplement to our *Buyers' Guide and Membership Directory*, will be distributed this fall. For members, industry-specific green news and information is online at www.greenretailenvironments.org and in a new column in *Retail Environments* magazine. For the industry, our green retail environments speakers bureau will help event planners include the retail environments industry in their green-related events.
- Helping members connect in ways that assist their green efforts, such as finding LEED AP mentors.
- Developing programs to recognize outstanding efforts in the green retail environments industry.
- Greening A.R.E.’s operations in publishing, in the office, and at our events. For instance, beginning in November, our magazine will be printed on paper with 30 percent post-consumer waste content.
- Developing industry-specific educational programs across three channels—online webinars, sessions at on-site A.R.E. events, and print articles and reports. Content is under development for suppliers, designers, and retailers.

About A.R.E.

Members of the Association for Retail Environments (formerly NASFM) are retail environments professionals and proven industry leaders—companies that are well known for excellent craftsmanship, topflight service, and cutting-edge innovation. More than 800 member companies offer a full range of products and services for retail environments, and include store fixture suppliers, retail design firms, suppliers of visual merchandising products, and suppliers of materials and equipment for the retail environments industry. Member capabilities include importing, exporting, consolidating, installing, project management, engineering, design, and more.