

New Page Sponsors Webinar on Marketing Strategies To Avoid Greenwashing

March 31, 2010

On April 6, learn from industry experts how to legally and ethically back up environmental claims while protecting your company through an interactive webinar entitled "Green Marketing without Greenwashing."

Registration for this event, the latest in the "All About Sustainability" webinar series, is now open and will be accepted until the 2:00 p.m. EDT start time. Any business who markets their company and its products' 'green' attributes, in particular brand managers and partners in their distribution channel, is encouraged to attend by registering at www.targetmarketingmag.com/webinar.

"Green Marketing without Greenwashing" will feature Scot Case, vice president, Terra Choice, the science-based marketing firm that wrote the "Seven Deadly Sins of Greenwashing," Randi W. Singer, litigation partner, Weil, Gotshal & Manges and Rick Merdan, marketing strategy manager, NewPage Corporation.

As consumer awareness of environmental issues has grown, so has the amount of marketing that touts products and services as being environmentally friendly. Yet, not all of these claims are accurate, regardless of whether the marketer intended to mislead its audience or not. And now consumers and competitors, via the Federal Trade Commission (FTC) and the Better Business

Bureau, are challenging marketers to put their research where their claims are.

Webinar participants will learn the FTC's Green Guides, regulations on environmental marketing claims, the implications of making unethical green marketing statements and how to support claims with fact-based, third-party verifications. Questions are encouraged and may be submitted directly to the panelists for real-time answers to these pressing topics.

The "All About Sustainability" webinar series is sponsored by NewPage Corporation, North America's largest coated paper manufacturer, and the Target Marketing Group. All webinars are archived for 90 days after the live event. To learn more about the series or this upcoming event, contact Gina Reid at rw32@newpagecorp.com.