



Horse of a different colour

Green Zebra's mobile coupons offer opportunities for businesses

TB Vets Charitable Foundation, publisher of the Green Zebra guide, is now using mobile coupons to help sustainable businesses reach the growing market of smartphone users.

The Green Zebra guide is the Lower Mainland's only sustainability-themed coupon book, offering savings on products and services from well-known retailers like Mountain Equipment Co-op and MarketPlace IGA as well as newer or smaller businesses. A new partnership with Clip Mobile now lets Green Zebra businesses offer savings through a free iPhone Android app dedicated to coupons.

For the merchant, detailed metrics on customer usage are accessible on line.

Green Zebra's mobile coupons can be created and modified at any time of year. For rates and details, contact Rebecca Fry, business development manager for Green Zebra at TB Vets, 604-734-0309, rebecca@greenzebraguide.ca.

Camera comrades

Environmentally friendly photography

Need pictures of your business, your family, your friends or your wedding? Consider choosing a photographer who espouses green methods. Vancouver's Kiss My Flash Photography implements a variety of environmentally friendly methods:

Digital systems: Fully digitized setup and use of rechargeable batteries are key to reducing energy consumption. Whenever possible, the company uses natural light and reflectors instead of flash.

Eco-friendly products: The group actively seeks products with the lowest possible environmental impact, supports local eco-friendly vendors and purchases refurbished and used items as well as properly recycling old electronics. The photographers primarily use public transit and rideshares, and they even bike.

Creative clients: The company can print on recycled, sustainable or found surfaces (like wood), often using vegetable dyes. It works with couples and businesses with in-house designers to create sustainable, personal art by incorporating photography, found materials and many other environmentally friendly design items.

Paperless workflow: Bills, receipts, payment options, portfolios, marketing materials and proofing can be handled on line. Kiss My Flash offers clients complimentary online image galleries to reduce both print waste and the energy repercussions of transferring vast numbers of large files. Any printing can be done double-sided on 100 per cent post-consumer recycled paper.

Visit www.kissmyflashphotography.com and www.greenerphotography.org.

