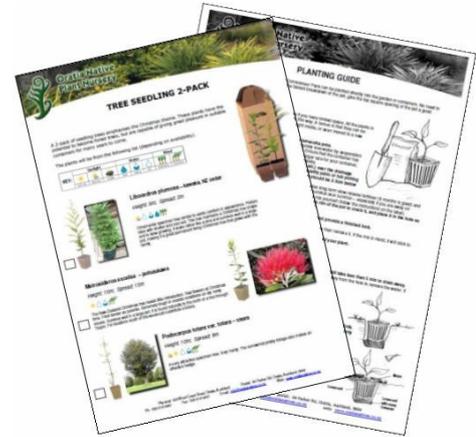


## NATIVE PLANT CORPORATE GIFTS – A SUCCESS STORY



Sample 2-Pack

In 2009 Oratia Native Plant Nursery developed gift packs – selected plants in biodegradable 9cm pots packed in carry cartons with a plant description and a planting guide. They are available in a 6-Pack or a 2-Pack. Details are on the ONPN website [www.oratianatives.co.nz](http://www.oratianatives.co.nz) – click on Gift Packs at the top left of the home page.



This year the Ricoh photocopier company decided to use 2-Pack cartons to deliver one tree seedling (a pohutukawa or a totara) to 75 potential customers.

Included in the carry pack was a thick A4 envelope containing a letter explaining Ricoh's ISO14001 environmental accreditation and carboNZero certification, Ricoh's Sustainability Report 2009 and an invitation to participate in Ricoh's 7<sup>th</sup> annual "Big Green Day Out" to plant trees on Motuihe Island. The gift packs were followed with personal phone calls by sales representatives.

Ricoh were thrilled with the response: of the 75 companies that received gift packs, there resulted 8 firm appointments, 16 potential appointments at contract renewal and 35 people signed up for the "Big Green Day Out". Not bad for cold contacting companies who were not current clients.

As a result of this trial run, Ricoh has repeated the exercise with a further 150 companies and there is talk of a third campaign. Ricoh are proud of their sustainability programme and what a great way to introduce themselves with the gift of a quality, well presented, native seedling from Oratia Native Plant Nursery.

ONPN packaged the plants and Ricoh inserts, and arranged courier delivery to the companies on deadline. Our staff is experienced and efficient at this form of dispatch which builds on our successful and expanding internet orders.

Talk to us if you are interested in using such a service:  
09 8186467, [info@oratianatives.co.nz](mailto:info@oratianatives.co.nz) , [www.oratianatives.co.nz](http://www.oratianatives.co.nz)