

The U.S. Federal market is the single largest customer for Green or Sustainable products or solutions. Are you taking advantage of this market opportunity?

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The U.S. Federal Government spends over \$500,000,000 annually on products and services. As a result of Presidential Executive Order 13514, all federal agencies are directed to "... leverage agency acquisitions to foster markets for sustainable technologies and environmentally preferable materials, products, and services." In addition, numerous Federal-wide purchasing regulations and Agency specific mandates require the purchase of Green or Sustainable alternative products. As a result, this makes the U.S. Federal market the single largest customer for Green or Sustainable products or solutions.

If your company manufactures or sells Green or Sustainable products or solutions, are you taking advantage of this incredible market opportunity? The answer for many companies is "NO!"

This is the first of several discussions I plan to author which will provide an understanding of the U.S. Federal market for Green or Sustainable solutions and promote a dialog to answer your questions or review your input

As a first step, I am providing a free detailed webinar presentation titled "US Federal Government Market for Sustainable Solutions". This narrated PowerPoint presentation provides a thorough understanding of the scope of the opportunity for selling Green and Sustainable products to the US Federal Government, as well as, Federal regulations and Presidential directives that require federal agencies to purchase green, a review of the many green alternative products that the US Federal Government is actively seeking, US Federal Government web resources you need to access, and steps you need to take to start the process.

To download the PPT presentation, click on the blue company website link below and go to the "About" section.

Future discussions will respond to your comments and will expand on the information provided in the webinar presentation. I look forward to helping you all better understand the US Federal Government. A market that by Presidential mandate is required to ensure that 95% of all new contracts include contract modifications for products that are Energy-efficient, Biobased, Non-ozone depleting, Water-efficient, Environmentally preferable, or made with recovered materials.