



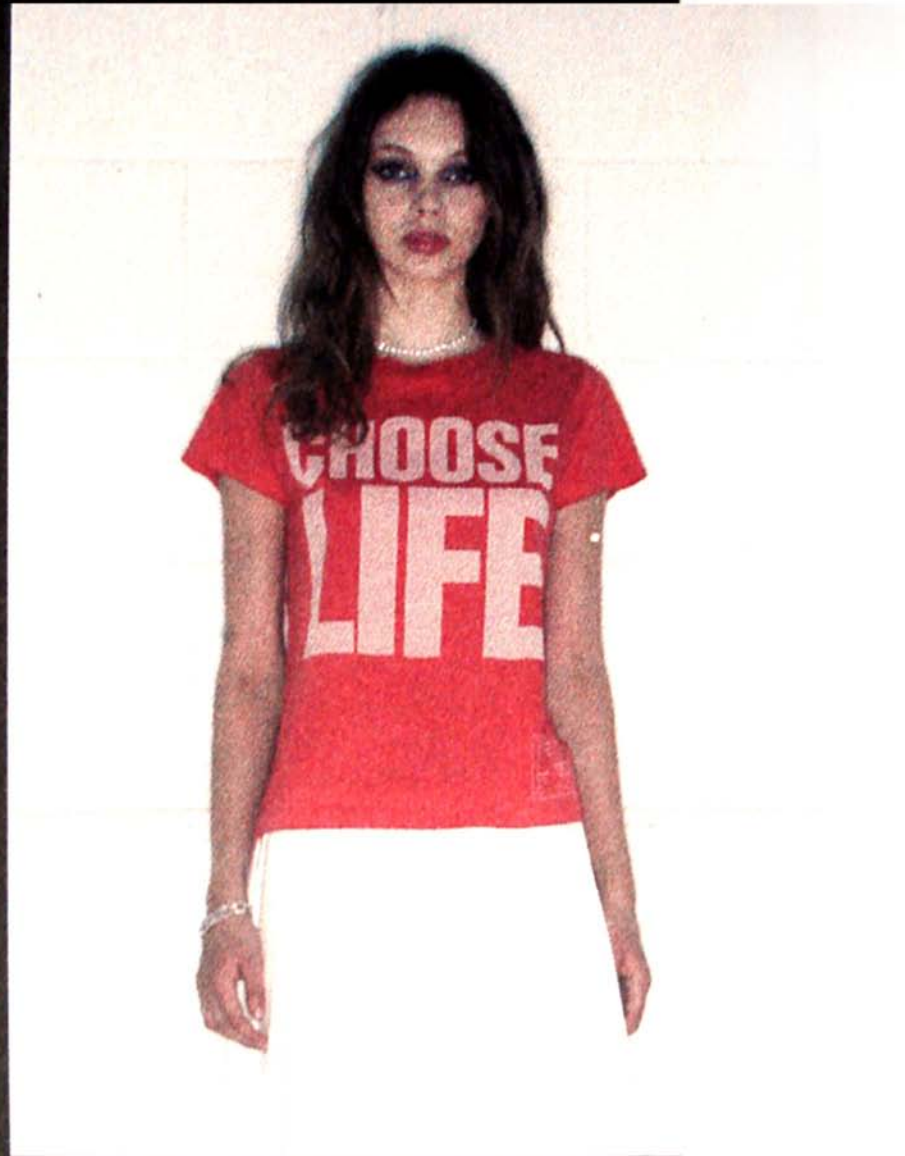
a  
green product



compromises

are there any green products?

*here is a picture from a video we had developed some time ago on our factory. the bullock cart meeting the hidesign van on the way to the airport*



choice of being ecological  
is an ideological choice:

**rarely would you succeed  
in staying on course  
if there is no emotional commitment to it.**

the hidesign case

ecological vs commerical choices



vegetable tanning  
vs.  
chrome chemical tanning

**commercial result:**

- 20% more expensive
- twice as time consuming



marketing to balance  
the disadvantages:

aesthetics: more natural



would you want  
a chemical next to you

or

a natural leaf or bark?



use  
solid brass

vs.

electroplated zinc alloy  
buckles

***commercials:***

- *twice the cost*
- *time consuming as needs more hand work.*

***marketing:***

- *“real brass” as against “look alike”*



hand crafted  
vs.  
mass manufactured

**commercials:**

- cost
- time
- quality more uneven

**marketing:**

- the warmth of a handcrafted product
- product has soul
- its unique and exclusive: the essence of luxury



packaging

cloth  
vs.  
plastic

*commercial:*

- cost
- *less practical: cant see through, not waterproof*

*marketing:*

- aesthetics
- a sense of luxury



the store

real wood  
real brass  
real leather

**commercials**

- cost
- more time consuming

**marketing**

- aesthetics: more natural
  - warmth
- unique and exclusive

## conclusion

# consistency

in a green product's  
commercials & marketing

### **commercials**

- *more expensive*
- *more time consuming*

### **marketing**

- *converts the disadvantages to an advantage:*

### **aesthetics**

- *more natural, natural is more beautiful, with its defects and all*
- *its unique and exclusive: the basics of luxury*

