

Green11 San Francisco, California

A Green Contribution to the World

Meet the husband and wife green team—Marco Pietschmann and Bettina Limaco. Together the two started their small business, Green11, as part of their vision for the future of shopping.

Green11 isn't your average retailer. The duo has implemented a new retail model that eliminates consumer packaging thereby significantly reducing waste from the traditional supply chain. This is all done through a revolutionary concept called the "closed-loop distribution model."

Green11 encourages consumers to reuse and refill containers to buy everyday personal care, kitchen/home cleaning and laundry products and thereby protecting our climate one container at a time.



Photo Credit: Green11

At the retail level, Green11 takes the concept of "reduce, reuse and recycle" to a whole new level by procuring its line of products from manufacturers in one and five gallon jugs.

"Green11's closed loop distribution model does have a real and lasting effect in the work to reduce greenhouse gas emissions, while reducing costs and promoting savings."

-Bettina Limaco, Green11

Business Snapshot

Community-based retailer that offers refilling for organic beauty and non-toxic cleaning products.



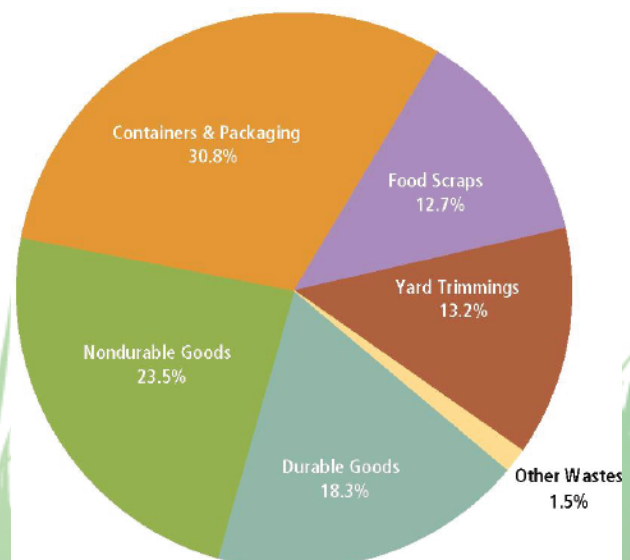
Climate Actions

- Reduces a significant portion of waste by eliminating packaging ("closed loop distribution")
- Procures products in bulk from the manufacturer
- Gives consumers the option to bring their own container when purchasing products
- Serves as a retail model for refilling
- E-mails receipts, rather than printing
- Reuses paper to make business cards and shopping bags
- Educates consumers to re-think their shopping habits and buying behaviors
- Encourages employees to live "green" and evaluate their daily lifestyle

Awards and Recognitions

- Best of the Bay 2010, San Francisco Magazine
- Best Beauty Supply Store, San Francisco Chronicle's BayList 2010
- Editor's Pick 2011, Best Refill Not Landfill, San Francisco Bay Guardian

Total Municipal Solid Waste Generation by Category, 2008



Source: US EPA (2009). Municipal Solid Waste Generation, Recycling, and Disposal in the United States; Facts and Figures for 2008.

Award Winning Actions

What Actions Does Green11 Take to Eliminate Waste?

Green11 was built on the philosophy of making a meaningful contribution to the world. With this concept in mind, Marco and Bettina ensure that its business eliminates waste through its “closed loop distribution model.” This model has a real and lasting effect to reduce solid waste as well as greenhouse gas emissions, while reducing costs and promoting savings.

For example, the small business purchased a 55-gallon drum of laundry detergent for resale at the retail level. Its customers then bring in their own container to purchase laundry detergent. Through this practice, Green11 eliminates packaging from the supply chain, thereby eliminating the energy and use of resources to produce packaging that will be used for a short-term period and end up in our landfills. In addition, shoppers can save 20-25%!

What Actions Does Green11 Take to Recycle Materials?

Marco and Bettina's business encourages customers to take recycling one step further. Reusing containers through refilling extends the life of a plastic container and has the direct impact of significantly reducing consumer's plastic consumption.

What Actions Does Green11 Take to Educate and Lead the Community?

Green11 is focused on building a business that is community-based wherever it operates. In an attempt to involve the community, Marco and Bettina spend a lot of their time educating the locals in the area. The dynamic duo encourages their customers to think outside of the box. They want shoppers to re-think their shopping habits and change their buying behavior in an effort to protect the environment and preserve the planet's natural resources. The store is recognized as an environmental ambassador for San Francisco.



“We educate our consumers by encouraging them to re-think their shopping habits and change their buying behavior.”

-Bettina Limaco, Green11



Green11 encourages its customers to bring in their own containers to refill them with products.

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