

Hero Arts Richmond, California

Creative Inspiration Every Day

Hero Arts, Inc. has a history of sustainability that dates all the way back to the mid-70s when founder Jackie Leventhal kicked off the business. Since then, her mission has been to design products that represent self expression, all while protecting the planet and preserving its natural resources.

By 1981, the arts and crafts company was considered a leader in the stamp, cardmaking and scrapbooking markets. Hero Arts offers a variety of products to its customers, including stamps that come on sustainable hardwood blocks from the finest, climate-friendly wood around. The business has remained passionate about stamping, promoting creativity and dedication to the everyday blessings from Mother Nature.

This crafty, green business has eliminated over 200 tons of carbon dioxide since it started using a 68-kW solar array to power its wood operations in 2004. Hero Arts plans to hold on to its title of being an innovator of the stamp movement.



“Our products fill a niche in an increasingly hectic world—one of self expression. Our goal is to inspire not just creativity, but natural resource conservation in everything we do.”

– Aaron Leventhal, CEO
Hero Arts, Inc.

Business Snapshot

Design company that manufactures stamps and other tools for the craft, scrapbooking, and cardmaking markets, meeting the highest quality standards and producing a positive impact on the world.



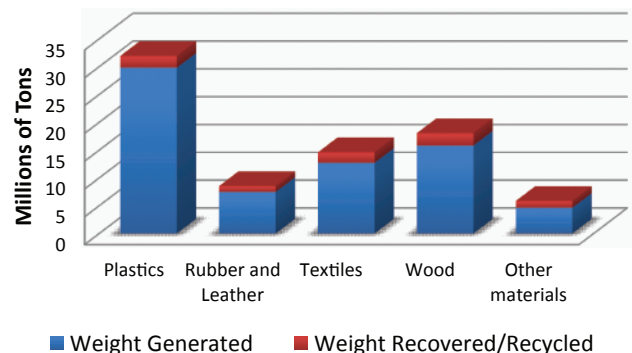
Climate Actions

- Installed sensors to turn off lighting while not in use
- Stopped using electric heating systems and installed natural gas blowers instead, saving 80% in energy use
- Eliminated all toxins, chemicals and solvents in manufacturing processes
- Utilizes wood from FSC-certified, sustainably managed forests for wood stamps
- Reduced total product packaging
- Uses cellophane and/or recycled materials in packaging
- Uses only 100% all-natural rubber, which comes from sustainability managed forests
- Recycles more than 70% of its waste
- Established a “Sustainability Team” that works on sustainability issues, planning and improvement

Estimated Savings

- Reduced carbon dioxide by over 200 tons since the business began using solar panels
- Reduced electricity usage 15% in 2010, saving \$6,000

Recycling Potential: Materials in Municipal Solid Waste, 2009



Source: US EPA MSW Characterization

Award Winning Actions

What Actions Did Hero Arts Take to Save Energy?

Hero Arts uses a 68-kW solar array to power its Oakland facility, producing clean sun power in the form of 480,000 kWh since 2004. In 2010, the company installed sensors to turn off lighting when it is not in use. When in use, lights use efficient T3 halogen bulbs.

In addition, Hero Arts stopped using electric heating systems by commissioning natural gas through its electric provider and installing two gas blowers. These new heaters use only 20 percent as much energy as the older heating systems.

What Actions Did Hero Arts Take to Reduce GHG emissions?

Not only does Hero Arts cut back on costs, but it also has reduced its greenhouse gas emissions significantly because of its combined efforts.

Employees are offered a number of incentives to reduce their greenhouse gas emissions, including public transportation and biking credits. Hero Arts pays for a portion of bus and BART fair, and a flat rate for bikes, if employees utilize these at least three times a week. It also pays \$500 towards the purchase of a new or used hybrid car and pays drivers a percentage of their gas money if they carry at least two other people to work at least three times per week.

What Actions Did Hero Arts Take to Recycle?

Hero Arts recycles more than 70 percent of its waste and has set a goal of zero non-reusable waste by 2014.

For its wood stamps, it uses only wood from FSC-certified, sustainably-managed forests. In addition, all of its wood waste is sold as saw dust to help the biodegrading process at landfills. Hero Arts has worked hard to reduce total product packaging and when it does package, it uses cellophane and/or recycled materials whenever possible.



Photo Credit: Hero Arts, Inc.

Hero Arts uses a combination of natural light and efficient T3 halogen bulbs in their factory.



"We plan to continue on our path to reduce energy usage, eliminate our GHG emissions as much as possible, set increasingly higher goals for waste reduction, and measure our results."

– Hero Arts, Inc.

Contact Information:
Aaron Leventhal, CEO
1200 Harbour Way South, Suite 201
Richmond, CA 94804
Phone: 510-232-4200
aaron@heroarts.com
www.heroarts.com