



Case Study: Way To Be Designs Hayward, California

From product design and distribution to daily operations, Way To Be Designs is proving that “green” is literally the “way to be.” They provide medium to large-scale businesses with logo-emblazoned merchandise, uniforms and other apparel, and strive to work with partners that manufacture and distribute products made from organic, sustainable, used and recycled materials.

Way To Be Designs is always looking for creative ways to use their own clients’ repurposed materials – many of which would have otherwise gone to landfills.

They have created a series of branded reusable bags for customers such as AutoDesk and McDonald’s made from old company signage and banners.

Way To Be Designs is a 2015 Cool California Small Business award winner, named a Climate Champion for demonstrating leadership and making notable, voluntary achievements toward reducing their carbon footprint. The company also recently upgraded all 220 of their older warehouse lights to energy-efficient T-8 lamps, an 8% drop in use which yielded cost savings of about \$200 per month – a welcome efficiency to a company with an expanding payroll.

Cardboard boxes, pallets and bubble wrap constitute a substantial portion of the company’s waste, and Way to Be is proud that many of these materials are being directly reused at the warehouse, while almost everything else is being recycled. Shrink-wrap and bubble wrap plastics are sent as raw material for remanufacturing to new products such as containers, paint, clothing and furniture.

“Once you learn and implement a new practice, it becomes a way of doing business in a more sustainable way.”

- Wayne Beasley, General Partner

Additional green practices at Way To Be Designs include:

- Encouraging staff to carpool and take public transit.
- Upgrading their heating and air conditioning system and improving building insulation.
- Choosing drought-resistant landscape plants and using drip irrigation instead of sprinklers.
- Shipping finished products in less packaging material, creating less waste and saving money on shipping.
- Sourcing office and janitorial papers with recycled content.



Bags made from up-cycled material.

THE RESULTS

In the past year, Way To Be Designs saved:

- 12,280 kWh of energy,
- 28,354 gallons of water,
- 135,211 lbs of CO₂, and has diverted
- 121,634 lbs of waste from landfills



Energy efficient T-8 lights in the warehouse save energy and cut lighting costs.

Learn more about the Bay Area Green Business Program at www.greenbusinessca.org
Contact Alameda County Coordinator Pamela Evans at pamela.evans@acgov.org