

# Quote Sheet



“We’re committed to making our business as sustainable as possible. As a manufacturer we’re uniquely positioned to continuously improve the efficiency of our operation and the sustainability of our products. With that comes a bigger responsibility to minimize our impact on the environment.”

*Erick Jessee, President, Posty Cards*

“Posty Cards has always been focused on sustainability, so this project gave us the opportunity to expand on that. We are now making our products in a green building, so our entire operation is aligned with the sustainable goals of the company.”

*Erick Jessee, President, Posty Cards*

“We saw this as an opportunity to set us apart while aligning our entire operation with our business philosophy and sustainable goals. Working closely with our local funding partners and agencies, we doubled the size of our operation, yet we are using only 5 percent more energy. By designing a building that’s super-efficient, we’re going to save a lot more than we would have had we built a conventional building.”

*Erick Jessee, President, Posty Cards*

“We were investing significantly in the building project, and it was important that we not only create the square footage we needed but also an iconic project that would help set us apart from our competitors and become part of our brand image.”

*Erick Jessee, President, Posty Cards*

“Not only are we committed to promoting sustainability in our own business, but also to educating other small businesses that you don’t have to be big to be green.”

*Erick Jessee, President, Posty Cards*

“Based on our business philosophy, where we were already pursuing sustainability from a production standpoint, we saw the expansion with a goal of LEED certification as an opportunity to align our whole operation with those goals.”

*Erick Jessee, President, Posty Cards*

“We’re a small business on a budget, so we used conventional off-the-shelf materials, complemented by high-efficiency HVAC, plumbing, and photovoltaic systems that would earn us the energy efficiency we needed.”

*Erick Jessee, President, Posty Cards*

“Not only is it important for us to produce green products, but to produce these products in a green building.”

*Erick Jessee, President, Posty Cards*

## Media Contact

Janet Coats, (816) 231-2323, [jcoats@postycards.com](mailto:jcoats@postycards.com)

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“The size of our operation has doubled, yet we are projected to use only 5% more energy. Our customers have peace of mind that our products are produced sustainably and our business benefits by locking in energy savings. Posty Cards is well positioned regardless of what happens to energy prices.”

*Erick Jessee, President, Posty Cards*

“Posty Cards has offered cards with environmentally friendly attributes for years. Recently, we’ve had more requests for cards that look recycled, so we developed the Sustainable Sentiments® line to meet that demand.”

*Erick Jessee, President, Posty Cards*

“For years Posty Cards has been a leader in utilizing sustainable materials such as soy-based inks and recycled papers. Thanks to the support we’ve received from our federal, state and local partners we will be able to extend our high environmental standards to our new manufacturing plant, making it a showcase for our city, our region and the nation. Today I’m announcing that we are going to go for not just a LEED Gold rating, but LEED Platinum. If we do that, we’ll be the first and only manufacturing plant in the United States to earn that distinction.”

*Erick Jessee, President, Posty Cards*

“For three generations, Posty Cards has grown and prospered in Kansas City’s urban core. We are thrilled to be staying in our neighborhood and growing our business even more. With this expansion we have room to increase our workforce by more than 50% and to continue providing good jobs in the heart of this great city. We are grateful for the support and cooperation we have received from all our government and private partners. They are clearly focused on keeping business alive and well in Kansas City.”

*Erick Jessee, President, Posty Cards*

“With our new solar PV array now generating over 11% of our total power, we’ve taken a huge step toward our goal of offering customers the most sustainably produced products and services in our industry.”

*Erick Jessee, President, Posty Cards*

“The ChargePoint station is a further example of our commitment to sustainability, and we hope this installation will support and raise awareness that electric vehicles will soon be available throughout Missouri. Even better, we are encouraging our employees and the public at large to consider owning electric vehicles as a cleaner, more efficient mode of transportation.”

*Erick Jessee, President, Posty Cards*

“Posty Cards has always been interested in doing things in an efficient way as far as energy is concerned. We’re personally invested in the environment.”

*Lance Jessee, Chairman of the Board, Posty Cards*

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“We looked at the project and realized it was a once-in-a-generation opportunity for us not only to produce products that are sustainable but also to have a facility that was sustainable.”

*Erick Jessee, President, Posty Cards*

“Regardless of where you stand in the climate-change debate, the numbers tell you that we really have to do something. We believe that if you have an opportunity, if you are doing an expansion project or renovating a building, you need to make the right decisions.”

*Erick Jessee, President, Posty Cards*

“We turned over every rock and looked at the entire process to determine ways that we can make everything even more efficient. We’re looking at the future.”

*Erick Jessee, President, Posty Cards*

“We’re committed to making our business as sustainable as possible. We hope to inspire other small businesses to do something similar.”

*Erick Jessee, President, Posty Cards*

“The need to expand spurred this entire project. Originally we looked at it purely to add square footage. The vision for a green building came with the realization that the expansion gave us the opportunity to bring our entire operation in line with company sustainability goals.”

*Erick Jessee, President, Posty Cards*

“We tend to be low-key, but we also have a big vision for the role that small businesses can play in a more sustainable future. We’re pleased that Posty Cards can be a role model for what small businesses can do. Collectively, the decisions that small businesses make will have a huge impact on how quickly we as a country reduce our energy consumption. It is vitally important that businesses begin taking advantage of increasing opportunities to make their operations more efficient.”

*Erick Jessee, President, Posty Cards*

“Our customers often order cards with a full color logo printed inside. It’s a great way to promote their brand.”

*Janet Coats, Director of Marketing, Posty Cards*

“In this economy it is especially important to keep in touch with clients. Our new line of holiday greeting cards and calendars offers a wide variety of affordable, quality options.”

*Janet Coats, Director of Marketing, Posty Cards*

“Custom note cards that feature a logo are a great way to build brand awareness.”

*Janet Coats, Director of Marketing, Posty Cards*

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