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Sole Technology's "green" strategy

One of my many passions is the environment, growing up skateboarding in Paris I remember how hard it was to breathe because of the polluted air and how I wanted to make a change where I could. This led me down a path to give back to the environment, to make changes not only in my personal life but in my company as well, where I felt I could have a large impact on my employees. I wanted to get them excited by becoming involved and contributing in these efforts, so I formed the Blue Bin Brigade, an internal committee made up of one representative from each department whose goal it is to increase industrial awareness about waste and find better, more environmentally friendly means of doing business.

Each month the committee meets to share ideas, report on their progress and set new goals. Right now we are in the process of forming our own bicycle fleet where employees can rent out bikes to get to and from work, from building to building and even grab a quick bite on their lunch break...zoom, zoom, the idea is similar to the Vélib' system in Paris, with bicycle pit stops so the next person can grab it and go.

Also on the agenda was researching new hand dryers to install in our bathrooms, we have already implemented a dual flush system to cut back on water usage. These [XLerators](#) are awesome! They use 80% less energy than conventional hand dryers and give a 95% cost savings vs. paper towels. You can try your own hands at them at {[The LAB](#)} in Costa Mesa, props go out to The LAB's founder and good friend of mine Shaheen Sadeghi who is always conscious of the environment. More to come from the Blue Bin Brigade and I encourage you to start your own. For more information on my environmental initiatives visit [Sole Technology](#).

Cheers
PAS

