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Going Green To Save Your Business Money

We're all hearing about going green and how it helps businesses. How can your business go green?

Your business can go green in a number of small and large ways. Are you using incandescent bulbs that use more electricity than compact fluorescent bulbs? Do you have recycling bins for paper, plastic bottles, aluminum cans, and glass? Also make sure you (or your landlord) build green and install energy-efficient heating and air conditioning systems, appliances, equipment and lighting in your offices. Conduct an energy audit of your space. Are there ways you can save energy and reduce costs?

There are many offices that have gone paperless. Although initially you need to scan all of your files into your computer system, once you are up to speed, there isn't much to do to maintain the paperless office (other than making sure your files are regularly backed up). Your business is now environmentally friendly and you don't need to buy as much paper and ink.

If you are a property owner, have you investigated solar energy or other renewable energy sources to lower your electric bill? In New Jersey, by creating electricity from the sun, you can make money by selling solar renewable energy certificates to your local electric utility. Those certificates are worth cash.

Do you allow your employees to telecommute? When everyone needs to be in the office at the same time, you need more office space. If employees can work from home and share offices at your facility, then you don't need as much office space.

Are you selling a green product or can you adapt your existing product so that it is more green? Green is one of the fastest growing segments of business. Some consumers buy only green products and others like to feel that they are helping the environment by buying some green items. It is a winning selling point.

There are tons of ideas out there for how to save money by going green. Even if you don't think that helping the environment is a reason to go green, saving money is always a good business idea to implement.

Contact Robin Gronsky at Rgronsky@Gronskylaw.com to find out how Gronsky Law can help your business in New Jersey. I return phone calls promptly and answer all of your questions so you have peace of mind about your transaction.