



RENEWABLE ENERGY FOR THE NEXT GENERATION TOM ARMA STUDIO, INC.



Tom Arma has worked to preserve the environment with a passion that goes back to his early days as a professional photographer.

To commemorate the 1971 Earth Week, *New York Daily News* assigned Mr. Arma, on staff at the time, to an environmentally focused photo essay. His collection of photos helped raise awareness for burgeoning environmental issues. Today, the Arma family has extended its environmental passion into the way they live life and do business. Tom Arma Studio licenses posters, calendars, books, and costumes, which requires a number of different ideas to make each product as sustainable as possible.

However, the business faces challenges when paper and printing suppliers are unwilling or unable to provide 100% recycled products. The most challenging is finding environmental options for its costumes, particularly finding sustainable fabrics.

To help address some of their business footprint, The Arma family purchases renewable energy certificates to offset 100% of the electricity used for its headquarters and manufacturing operations. To demonstrate to customers this commitment to use renewable energy, the Green-e logo is printed on product packaging showcasing the Green-e certification behind its products.

In 2006, however, the couple didn't know purchasing renewable energy was an option until their electric utility began offering a residential renewable energy product called Green Watts and invited the Arma family to join as a household. The Arma's signed up for their home and decided buying renewable energy for their business would be a good idea too. With their local utility only offering a residential product, they looked to purchase Green-e Energy Certified renewable energy certificates from NativeEnergy for Tom Arma Studio. Because renewable energy certificates match electricity consump-

tion one-for-one it was easy to measure, buy and certify their purchase.

Tom Arma Studio joined Green-e Marketplace in 2007 almost immediately after making their 100% renewable energy commitment. They chose to join Green-e Marketplace to verify their claims and utilize the Green-e logo with customers because its "the right message, it's measurable, there it is," says Julie, wife of Tom Arma. Julie later added, "I haven't been asked what the Green-e logo means, because the logo is easy to understand. The commitment statement makes it easy to immediately understand our commitment to purchase renewable energy."



©Tom Arma

About Tom Arma

Tom Arma is well known for his photography work, which has been used for the covers of *Time*, *People*, *Money*, *French Photo*, and *Ladies Home Journal*. Mr. Arma has photographed many Hollywood stars including Clint Eastwood, Paul Newman, Jack Nicholson, and Michael Caine. Today, Tom Arma Studio, Inc. is widely known for its baby animal costumes that have warmed the hearts of parents for years. Apart from its renewable energy purchase, Tom Arma Studio continues to look for sustainable fabrics for its costumes and encourages customers to hand down the heirloom quality costumes and not discard them after use. As a bonus the National Wildlife Federation provides "critter facts" on each package.

Tom Arma Studio, Inc.	
Location:	Tubac, AZ
Renewable Energy Purchase:	100,000 kWh
Member since:	2007
Products:	Posters, Calendars, Books, Costumes

