



Xtreme Xhibits

Solid Waste Services started the WasteSMART program to recognize local businesses that reduce and recycle waste and buy recycled products...

The Story

Xtreme Xhibits by Skyline, Inc. is a full service Exhibit, Graphic Design and Tradeshow Marketing Communications firm. They are driven by their passion for unique and memorable exhibit design with their goal being to produce visually impactful exhibits that stop consumers in their tracks.

How They Do It

Xtreme Xhibits encourages the use of personal mugs for coffee and water consumption, and has installed a container-less water cooler system, eliminating the need for large, bulky water jug refills. Employees also regularly reuse discarded cardboard boxes for additional shipping needs and recycle a variety of materials, such as:

- Paper
- Plastic
- Glass
- Cardboard
- Aluminum

Furthermore, staff implemented a Green Team, because of the belief that people make greener choices when they share ideas and agree on common goals. Xtreme Xhibits is seeking to further “green” its business by offering exhibiting options made from recycled materials ranging from soda bottles and plastics to recycled

aluminum. Further green exhibiting options will include carpeting, lighting, cabinetry, and design options. Xtreme Xhibits has adopted a written purchasing policy for recycled-content products.

Above and Beyond

Xtreme Xhibits’ Green Team cleverly placed “Be Green” reminders to reduce, reuse and recycle by placing green Andes® mints on everyone’s desk with the attached note: “Get Wrapped up in the Green Excite’ mint’.” All employees receive a list of acceptable and non-acceptable recyclables. Even the company’s cleaning service provider is given educational materials to help them understand they company’s green goals.

Due to the newness of the green initiative, measurable results have not yet been acquired. However, the progress of the program should be readily measurable by the amount of recyclables collected within the first several weeks of collection. Until recycling pick up services have been solidly established, Xtreme Xhibits will use the services of local Austin recycling centers such as Ecology Action and ACCO, who also provide statistical information on recycling.

Xhibit-ing Green Behavior

Xtreme Xhibits likes to showcase their

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environmental efforts which are not only reducing waste materials, but the company's bottom-line as well. Xtreme Xhibits ultimately aims to increase its revenue by offering a greater breadth of recycled and eco-friendly exhibit products to the Events and Tradeshow Industry, which has historically been a wasteful one.