

## **Pro-Link release**

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Canton, MA – Pro-Link, a JanSan-focused marketing and buying group, announced today that their new offices in Canton, MA, are now 100 percent wind powered.

The company has purchased Renewable Energy Credits (RECs) to help accomplish this feat. RECs are somewhat complicated understand, however their purpose and ultimate goal is to promote renewable, low-carbon and no carbon energy technologies and sources, such as wind power.

“In addition to Pro-Link’s efforts to promote Green cleaning, we are also trying to reduce our company’s overall environmental footprint,” says Mike Nelson, vice president of marketing for Pro-Link. “Our [office’s] use of wind power instead of electricity from conventional sources is similar to planting 284 mature trees or not driving 64,026 miles.”

In the United States, there are two main markets purchasing RECs for wind power and similar renewable energy sources. These markets are:

- Compliance markets, such as government offices, which are required to derive a certain percentage of their electricity from RECs.
- Voluntary markets, such as Pro-Link’s, which refer to customers who voluntarily purchase renewable energy out of a desire to go Green and be more environmentally responsible.

“We feel that powering our offices with wind power is just the next step in going Green,” adds Nelson. “My hope is that more jansan organizations [will] adopt similar practices and our industry continues to play a leadership role in promoting and incorporating environmentally preferable and sustainable business practices.”