

Dallas Business Journal, Nov. 6, 2009

Where is 'Green' Going?

As the green landscape changes, companies must emphasize efficiency

by [Val Haskell](#) Contributing writer

Only twenty-years ago "green" meant Birkenstocks, musty health food stores and radical ideas.

Today, Timberland places environmental labels on its shoes, Whole Foods has grown into a major grocery chain, and mainstream stores like Wal-mart help us with the radical idea of energy conservation by stocking and promoting compact fluorescent light bulbs.

The common refrain, "the only thing that is constant is change," holds true as we look out at the green landscape. Things are changing. Your costs and drive to efficiency are hypercritical. Customers want to know more about your products — and the Internet is at their fingertips to tell them. All of this affects the bottom line.

Read the full article at [Dallas Business Journal](#).