

greenly

ADMAGIC™

**Leaders in Sustainability:
A Spotlight on Ad Magic, Inc.**

This company is committed
for the climate by monitoring
and reducing its CO2
emissions with its employees





Who is Ad Magic?

Ad Magic, Inc. manufactures custom tabletop games, cards and puzzles and custom promotional items. Our products are primarily manufactured in China by independently operated companies with whom we conduct business. Ad Magic also manufactures some of the small scale production runs and prototypes of some table top games and promo items in the USA.

1997

Year founded

5883

tCO2e/year

45

Number of employees

2022

Year analyzed

Why did you decide to carry out a GHG assessment?

Prior to working with Greenly we had no idea of our greenhouse gas emissions. We are very happy to have a starting point thanks to Greenly and look forward to working to reducing our impact on the environment moving forward.

Why did you choose Greenly?

Greenly came highly recommended. My work with Cindy has proven to be extremely rewarding as she is very informed and extremely helpful. She has worked with me to explain the tools and I find them very clear and easy to use.



“ Increasing the use of biodegradable and environmentally friendly materials, and reducing air freight usage are key to Ad Magic in achieving net zero goals.

Tell us a little bit about your carbon assessment

Some of the actions that are suggested or implied are continuing to reduce the use of materials that do not have a long life span or are not bio friendly - we have been effective in reducing emissions by keeping some of our team remote and we should continue to work to create products along with our clients that reduce our overall carbon footprint. I have learned more about our overall impact in terms I can relate to.

Anything you would like to add?

I am really enjoying the process of working with Greenly.

