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a.k.a Green Plans A "Build It Green" Series For PBS

March 21, 2006 09:29 AM - John Laumer, Philadelphia



From The Business Journal of Phoenix - March 17, 2006, A Scottsdale Arizona USA company, "a.k.a. Green", led by Mick Dalrymple (shown here) is negotiating for an agreement to have PBS broadcast an "eco-friendly home building show" called "Build It Green" on the US Public Broadcast Network (PBS). "Six episodes have been shot and four have been edited, with the first show expected to air in January 2007. Film for the shows has been shot in Richmond, Va.; Portland, Ore.; and Albuquerque, N.M.; but Dalrymple wants to film other locations, such as Florida, New York, Vermont, Denver and Los Angeles, to appeal to a larger audience". .."Even if the series doesn't take off, a.k.a. Green has found a niche in the market. The showroom offers a variety of products, including low-flush toilets, bathroom tiles made of oyster shells and recycled paper and money, wood made from sunflower shells, countertops made from cardboard boxes and mill shavings, and floor and wall tiles made from recycled marble and granite chips".

What a cool pull marketing idea. Start your own niche retail business and then produce and arrange to broadcast a national TV series featuring your products in use. Won't it be fun to see how the big box retailers respond by rushing to stock the same items!

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