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## **ECO-PRODUCTS MANUFACTURING: PROFIT FOR THE PRODUCER, BENEFIT FOR THE CUSTOMER**

Green marketing or eco-marketing is the marketing of products that are supposed to be environmentally safe. Green marketing involves a great amount of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising. The term 'Green Marketing' became popular in the late 1980s and early 1990s.

Due to the growth of consumer welfare and significant impact of advertising, people buy more and more goods. This contaminates the environment, because the raw materials used to produce products are used in large quantities and the cheap manufacturing techniques do significant harm. The problem of waste disposal reaches the unimaginable proportions. There is a vicious circle: the deterioration of the environment reduces the people's material well-being, they tend to buy goods with a low price, and it happens over and over again. That is why eco-marketing is now in a great demand.

Many CEOs of major companies have realized that they will incur huge losses if they do not begin to solve environmental problems, so the strategy of environmental marketing at the enterprises is developed all over the world.

What are the advantages of the green products manufacturing and what are the benefits if its promotion?

- Green product: saves the nature.

Now companies are offering more eco-friendly alternatives for their customers. Recycled products for example, are one of the most popular alternatives that can benefit the environment. These benefits include sustainable forestry, clean air, energy efficiency, water conservation, and a healthy office. One example is the E-commerce business and office supply company Shoplet which offers a web tool that allows you to replace similar items in your shopping cart with greener products.

- Green product optimizes the use of transport.

Thus, the eco-friendly service optimizes the use of transport and uses eco-friendly vehicles (such as cars with fewer emissions and less fuel consumption, and, for example, the use of rail transport instead of road or air transport).

- Green product saves your money.

Eco-product saves energy both in its production and in use, it means it will be beneficial for the manufacturer and the consumer.

- Green product is safe for your health.

This product is made of safe materials (for example, it does not contain carcinogenic and mutagenic substances and heavy metals), which have a positive impact on the consumers' health and make the good reputation for the company.

- Green product has a long life.

It means that it is the product with a good quality. Customers see it and decide that they can trust this brand and it is safe to buy other goods of this company.

To sum up, civilized countries should gradually move to green production, because we have to care about the environment. Humanity does not clearly understand the seriousness of this problem, but with the efforts of manufacturers and marketers it will be possible to reach people's consciousness to buy green products.