



## **Green Gorilla Movers Launches with Commitment to Measuring, Monitoring and Minimizing Its Carbon Footprint**

*Business Specializes in Environmentally Sound Moving Methods*

**July 16, 2013 (Austin, Texas) – [Green Gorilla Movers](#)**, an Austin-based moving company targeting eco-conscious customers, launched today with a commitment to being Austin’s most environmentally friendly moving company. Green Gorilla Movers provides packing and moving service for short- and long-distance moves within Texas.

“As a mover for nearly 10 years, I knew that while I personally was environmentally conscious, the industry I was working in wasn’t,” said co-owner, John Flores. “Those early experiences inspired me to find and adopt eco-friendly alternatives and launch my own moving company.”

Green Gorilla Movers (GGM) has scrutinized the environmental impact of its entire operation and has contracted with a third-party evaluator to measure and monitor its carbon footprint on an ongoing basis. The result is door-to-door service thoughtfully designed to be as gentle on the earth as it is with customers’ possessions.

### **Sustainable Business Practices**

GGM is a platinum-level member of [Austin Green Business Leaders](#)— a city-sponsored organization committed to using and promoting environmentally sound business practices. As the only moving company in the elite platinum level, GGM joins the likes of Whole Foods Market, Dell and BuildASign.com.

To meet Austin Green Business Leaders’ most ambitious environmental standards, GGM took the following steps to reduce its environmental impact:

- GGM partners with [NativeEnergy](#) to measure and monitor the carbon footprint of its entire operation.
- GGM’s complete moving fleet runs on biodiesel fuel from Austin-based [DieselGreen Fuels](#), providers of clean fuel made from spent cooking oil from local restaurants.
- GGM uses zero-waste moving bins and biodegradable packing materials. GGM makes these materials available to its moving customers whether they hire GGM for packing or not.
- GGM reduces paper and ink consumption by using wireless mobile devices to present, sign and share documents.



### **Going Green Doesn't Need to Cost More Green**

As an added bonus, GGM's environmentally friendly approach does not come with a higher price tag. In fact, GGM saves customers money in a number of ways, including:

- using zero-waste bins, which cost less per use than conventional cardboard boxes
- wrapping items with biodegradable [Geami Greenwrap](#), a less expensive alternative to bubble wrap

GGM's approach is resonating with the Austin community. One recent customer pointed out on Yelp, "They did a great job of moving my things, they were affordable, and they gave me great advice on how to handle the move. Apparently they've been around people in the middle of real estate transactions long enough to know what to expect. By helping me plan my move better, he saved me hundreds of dollars. Maybe the best part is he runs his truck with pure biodiesel. So it's better for the environment."

### **Green-Glove Service**

GGM's first-class moving experience is made possible by its meticulously trained team. All employees are required to graduate from the GGM Academy, a two-month internal training program that covers moving techniques, equipment operation, personal safety and customer service. Attention is given to preventing injuries and protecting customers' most-prized possessions, be it a giant flat-screen TV, a custom-made light fixture or a baby grand piano.

### **A Gorilla with a Heart**

In addition to minimizing its own environmental impact, GGM also contributes to environmental organizations working at home and abroad. Keep Austin Beautiful, a local environmental stewardship organization, is a beneficiary of GGM's generosity. Inspired by its namesake, GGM also supports The Gorilla Organization's efforts to protect the world's gorilla population from extinction.

To learn more about the GGM difference, visit <http://greengorillamovers.com/contact/>.

### **About Green Gorilla Movers**

Green Gorilla Movers was founded in Austin, Texas, by John and Sheila Flores in 2013 and is committed to being the city's most environmentally friendly moving company. Providing affordable, customer-service oriented moving and packing



services for short- and long-distance moves within Texas, GGM proudly employs amongst the best in the business. Its staff ranges from former college football players to seasoned moving experts. As the first and only moving company selected as a platinum-level member of [Austin Green Business Leaders](#), GGM is also a proud member of [Keep Austin Beautiful](#). Committed to giving back not just locally but globally as well, GGM makes contributions to numerous environmental causes, including *The Gorilla Organization* and The Nature Conservancy's Plant a Billion project.

To experience the Green Gorilla Movers difference, visit [greengorillamovers.com](http://greengorillamovers.com)

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