



Autodesk goes green with repurposed goods

Talk about saving for a rainy day. For 10 years, promotional products provider WayToBe saved the vinyl banners and signs the company produced for Autodesk University, a software user conference that draws more than 9,000 attendees, with the plan of reusing them later on. Last year, Autodesk and WayToBe hauled the banners out of storage to produce greener registration bags for attendees.

The banners were combined with other recycled materials to make nearly 10,000 bags. Conference staff distributed the bags to attendees at registration to hold session handouts and giveaway items during the event.