



Bay Area Green Business Program

Environmental Values At Work



To reduce waste, plastic shipping crates are reused



Customers can recycle cell phones, batteries, ink cartridges, and CD's



Non-toxic products are placed next to the toxic ones

Palo Alto Hardware

875 Alma Street, Palo Alto

650.327.7222

paloaltohardware.com

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Palo Alto Hardware is run by a family whose green philosophy overflows in every aspect of their business. Eric Hassett, who in 1998 took over the day to day operations of the store from his environmentally aware father, claims his father instilled the practices early on in his life. "As far back as the late 1970's my father was selecting products for the store that had environmental worthiness," says Hassett.

They take product placement seriously when they deliberately put the non-toxic pesticides right next to the toxic ones and more efficient light bulbs in front of the standard ones. Employees are trained to educate customers on greener products and asked to use the products at home so they can recommend them with confidence.

One of the larger environmental efforts the hardware store invested in was a 30 kilowatt photovoltaic roof system that generates 95% of the store's annual electrical needs. Hassett is more proud of the smaller measures taken to become green, however. They save water by using low flow toilets and an on-demand water heater. They are vigilant about recycling everything and utilize reusable shipping containers to reduce waste. Hassett's advice to other business is to do the same. "Take small steps by breaking down how you do business. Look at your waste stream and how you consume energy and take small steps to make improvements. Being green is pretty easy!"

For more information on the green efforts of Palo Alto Hardware, contact Eric Hassett.