

gear up for outdoors – making a difference for our environment

By Sandra & Jonathan Wynn

In the last "New Horizons" insert, an article regarding solar heat collectors caught the attention of the owners of Gear Up for Outdoors. We were both quite intrigued as it offered an opportunity for us to supplement our heating costs and at the same time do something positive for our environment.

We contacted I&M Electric here in Thunder Bay about the technology behind Solar Heat Collectors that gather the sun's heat to help augment the heating of our

showroom, offices & warehouse facilities during the cold days of winter. The energy savings could be offset by approximately 25%! The Northern Ontario Heritage Fund Corporation has funding available for Small Businesses trying to be energy efficient in their operations.

Gear Up For Outdoors Ltd. has invested their Store, Office & Warehouse Facilities with new higher energy efficient lighting Commercial Electric as well as Thunder Bay Hydro provided us with valuable information and installations for our facilities. This was another positive step to

reduce our carbon footprint in light of the energy situation the world is facing today! The Energy Savings on the conversion of new high efficient lighting could save up to 15 to 20 percent on our Hydro costs.

Gear Up is also providing Recyclable Shopping Bags at a nominal price for our customers to reduce the use of plastics in our landfill sites as well many of our suppliers are reducing their post packaging content of their products which also minimizes landfill volumes.

One of Gear Up For Outdoors largest suppliers is the North Face; they are a leader in the Outdoor Industry pioneering new technologies and design concepts utilizing recyclable products in their outerwear and footwear lines over the past 3-4 years.

The North Face has partnered with 350.org this past year. This is an international campaign dedicated to building a movement to unite the world around solutions to the climate crisis. 350.org represents 350 parts per million which is what many scientists, climate experts and progressive national governments are now saying is the safe upper limit for CO2 in our atmosphere.

We are only one small Company located in North Western Ontario. Just imagine for a moment if other companies took the initiative as we have today - together we can all help make a difference for our environment, our future and most of all for the great outdoors.

Gear Up's customer base is not only in N.W. Ontario but situated throughout North America, Europe and the Far East... via the Internet. Our customers are very concerned about the environment in their countries so why not here in Thunder Bay!

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