

# Good Intentions

911 Cell Phone Bank and Brightstar may have two different methods but both are contributing to the greater good.

## Safety for the Disadvantaged through Cell Phones

For many, owning a cell phone is financially impossible, even in the era of free handsets. There are also those whose safety is constantly at risk by controlling abusers who keep them from owning a mobile phone.

To help change that, in May of 2004, the **911 Cell Phone Bank** was created. Their aim is to provide disadvantaged residents of communities, nationwide basic emergency communications. Since its inception, over 70,000 emergency cell phones have been distributed through victim services organizations and law enforcement agencies nationwide.

Through its partnership with the 911 Cell Phone Bank, the National Sheriffs' Association has been able to offer no cost emergency cell phones. "The 911 Cell Phone Bank has been a great partner" says Ed Hutchison, a director at the National Association of Triads. "Having this resource available let's law enforcement focus on serving the community."

According to 911 Cell Phone Bank Director, James Mosieur, **wireless retailers across the country have been very supportive of their efforts.** "When they hear what we are doing they want to know how they can help," he says.

More than 900 law enforcement and community services organizations around the country have signed up to participate. Thanks to the help of these organizations, the 911 Cell Phone Bank is making the lives of many a little bit safer.



## Brightstar's Green Packaging for Phones & Accessories

After delivering millions of handsets and accessories every year, Brightstar Corp. says they've learned a few things about why packaging works – or doesn't. Which is why they created Brightstar's Total Package division to deliver creative packaging



and merchandising for manufacturers, operators, retailers and agents.

According to Brightstar EVP, Andrea Bradshaw, (pictured) the trend in packaging is green. "Sustainability, recycling, reducing supply chain costs all have become extremely important to retailers and consumers alike. Yet, prepaid and accessory packaging has been dominated by excessive and environmentally unfriendly materials.

"At Brightstar, we've introduced a new

packaging concept that reduces plastic content by 60 percent and packaging volume by 30 percent over traditional clamshell packages. The smaller packaging allows us to ship twice as many products using the same amount of truck space, resulting in lower transportation costs,

fewer fuel emissions, and less required inventory space." Green packaging is also less susceptible to scratching, which keeps the product more presentable on the shelf.

"In accessory packaging," says Bradshaw, "it's all about trial. Consumers want to be able to touch the carry case before they buy it or plug in their handset to a charger adapter to ensure it will fit." To learn more call 877-7BRIGHT.