

Moving? Plastic is the New Cardboard.

Vancouverites planning a move can avoid the routine dumpster dive for used boxes by calling FrogBox, a local outfit that delivers stackable plastic boxes to your old house, then picks them up once you've moved into your new place. The bonus? It makes the task of finding a home for all your belongings after the move immediate and mandatory. "It's funny—our service actually helps people avoid putting stuff into mini-storage because we need our boxes back," says company founder Doug Burgoyne.

The year-old company is growing quickly in Vancouver and just opened in Seattle. FrogBox estimates that Vancouverites use 450,000 boxes every month for moving, while Seattle uses about 1 million, making the ergonomic, reusable boxes (delivered in biodiesel trucks) an environmentalist's BFF. "Cardboard can be used twice, but FrogBoxes can be used about 400 times before they're recycled," Doug says.

And if that's not green enough for you, the firm donates one percent of gross revenues to frog habitat restoration initiatives in the Northwest. They recently gave to a local conservation project that is working to revitalize the endangered Oregon Spotted Frog—only 400 still exist in the Canadian wild. "Frogs accurately indicate how healthy our ecosystem is, and globally they are disappearing faster than dinosaurs did," Doug says. "We want to be a part of the solution that turns this dire trend around."

FrogBox is now in the process of franchising across Canada and down the US West Coast, sticking to their core business of weaning movers from their dependence on cardboard. **W**

