

Case Study: Keeton Aquatics

Keeton Industries, Inc. was founded in 1972 and the company was green before green was popular. But this pioneering earth-friendly corporation had not really capitalized on its eco-consciousness. That's where Akamai Consulting came in!

Jim Keeton, the company's founder, spent many years developing environmentally friendly methods for improving the clarity of ponds and lakes. From beneficial bacteria to solar-powered aeration systems, Keeton puts the earth first. Biological products work *with* the ecology of a body of water, restoring the balance of nutrients and enhancing the waters' ecological systems in a natural way without toxic chemicals. Even Keeton's aeration system cabinets are made from 100% recycled plastic.

Green practices aren't limited to the products that are manufactured. Back in the office, the Keeton Industries team demonstrates their commitment to protecting the environment every day. Not only do they recycle most waste products, but they ship orders in recycled containers and use a custom corn burning furnace to heat the facility.

At Keeton Industries, protecting the earth has always been integral, but with the help of Akamai Consulting's smart ideation, business planning services and wise allocations of capital, they have now integrated 'green' into their brand image and are leveraging their good stewardship of the planet to boost sales. Even during the recession, Keeton Industries saw 24% growth in 2008. A renewed focus on their mission has the company seeing green and customers cheering!

"Our experience with Akamai Consulting was wonderful! My entire team was very hesitant about bringing in outside contractors to assist us, but the level of collaboration, understanding and responsiveness we received put everyone at ease. We are a much smarter and more successful company today thanks to Trish and her firm. Revenues increased almost 25% in 2008 in spite of the recession!"

