

JUST ONE THING

Company/Organization: The ReFill Station

Type of Organization: For profit

Number of Employees: 2

Category: Environment

Challenge or Opportunity: 1. Opening in the midst of a pandemic and getting the word out about what we do and how we operate. 2. I would also offer another challenge we have is shifting people's mind-set to shopping this way and that environmentally products might work a little different than the traditional more chemical based options.

Approach or Solution: 1. Initially, we opened with limited hours and offered alternatives to in-store shopping. We turned to social media and word-of-mouth campaigns to share who we are and what we are trying to do. 2. We do a lot of education to address our 2nd challenge and offer samples when possible to let people try these products and this way of shopping.

Impact: 1. We just reached our 1000 refills mark, having a growing customer base, and have some wonderful community support. 2. Our customer base is growing and we are getting more people interested in making changes and supporting our efforts.