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TOP STORIES

Roots intros "green" interactive window

by Terry Poulton

Yesterday saw the unveiling of a doubly innovative window display at Roots' flagship store on Toronto's posh Bloor Street.

First, interactive technology enables passersby to browse products and shop online even when the store is closed, simply by accessing a touchscreen menu. And second, Roots will reward everyone who tries the new technology - and chooses to subscribe to "Roots Insider" email - by offsetting the equivalent amount of carbon dioxide that would be emitted by driving 50 km. Accessible 24/7 from the sidewalk, the 60-inch display was supplied by Toronto- and Montreal-based [iGotcha Media](#).



"The interactive touch screen is an excellent platform to help promote the launch of our new carbon credit initiative, because it is an entirely paperless way to bring our Roots.com promotion to one of our stores," explains James Connell, Roots' director, e-commerce, digital marketing & new media. "For every person who takes advantage of this offer, Roots will thank them by (making) their next shopping trip carbon-neutral."

Adds Roots co-founder Michael Budman: "As a retailer who is always looking to enhance the in-store experience for all our consumers, I recognize the importance of technology. The majority of our customers are very active online, and we believe that they will appreciate this new medium."

www.roots.com

www.i-gotchamedia.com