



The Boilerplate

“GREY Environmental helps customers and people discover brands, companies, and CEOs. We simplify the growing, selling, and buying of environmentally-conscious and sustainability-oriented firms into a competitive and attractive journey that yields no loss in environmental or stakeholder performance.”





Founder & CEO

Michelle is the CEO and Founder of GREY Environmental and its products and services. She is 30-year old young entrepreneur, a woman in business, and a woman in technology and leadership.

Since 2008, she has grown GREY Environmental so that it has served over 30 clients and 300,000+ customers across the field of marketing, environment, sustainability, and technology.

Her work has been seen by over 5 million people today in various countries including Canada, the United States, England U.K, Europe, Australia, India, Asia, and the Middle East.

Michelle holds the world's first Bachelor of Environment in Global Environmental Systems degree from Simon Fraser University, a college in Canada. She lives and works in Canada.



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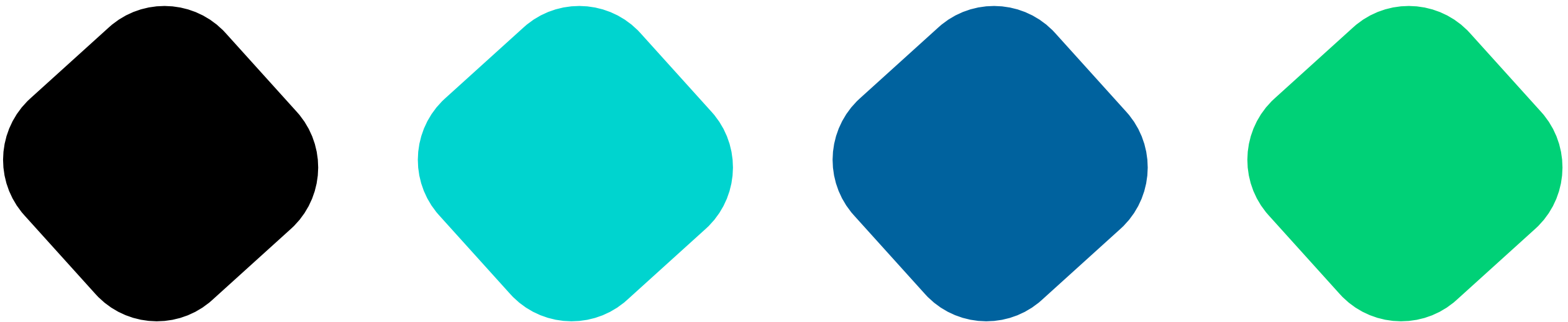
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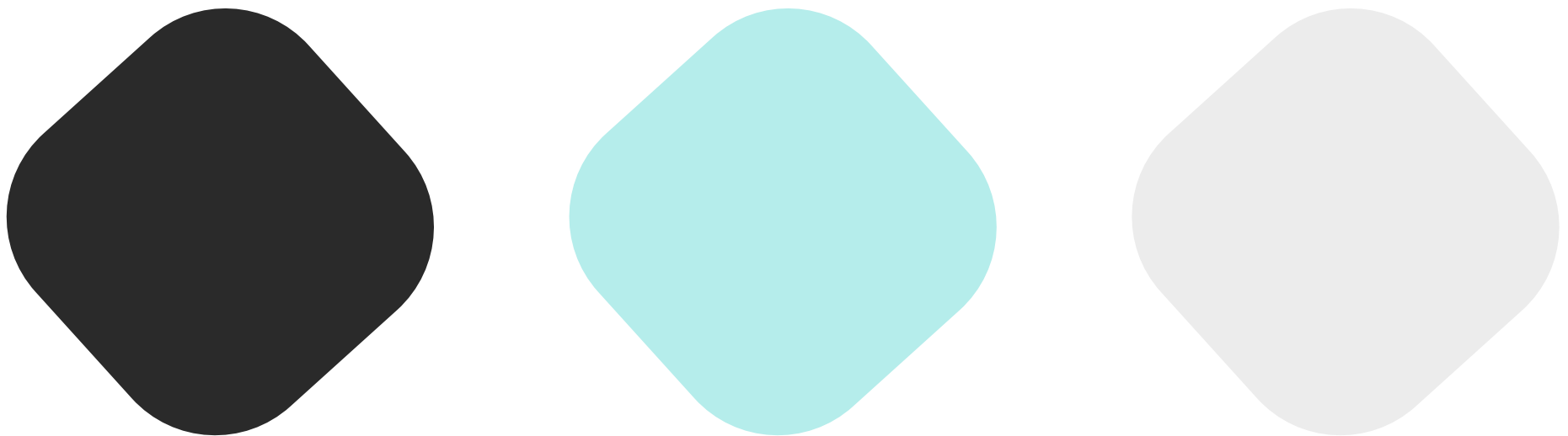
GREY the word means a fine balance between white and black.

GREY is also an acronym for:

Good
Revenue
Environmental
Ya-Ping (My Name)



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CMYK	0, 0, 0, 84	24, 0, 1, 8	0, 0, 0, 7

Typography

Text

Heading: Avenir Light

Avenir Light is a beautiful, lightweight geometric font that is part of a big font family. Avenir is a Latin font acceptable in many governments around the world including in the United States.

Avenir represents communication, dialogue, and language.

Text

Text: Instrument Sans

Instrument Sans is a relaxed, professional sans-serif font that represents some of the traditional enterprises that work with Grey Environmental.

Instrument Sans represents technology, innovation, and business.

12345677890%

Accents: Vartigo

Vartigo is a beautiful script font especially versatile in reaching small and medium sized businesses.

Vartigo represents freedom, happiness, and travel, which speaks to the customer profile.

Customer Profiles



Sustainability Leadership

Sustainability officers, leaders, and those who work in the Sustainability, ESG, and Environmental field are some of our most prominent customers.

We interface with a lot of brands in the space and help catapult their brand to new heights with better sales and marketing enablement.

Most Managers here are men or women 35+ who have several degrees from their field, including business and environmental studies.



Chief Technology Officers

Chief technology officers are senior leadership in small to large tech companies that oversee innovation, R&D, and engineering.

These individuals are hyper-smart, data driven, and sharp with analytics. These CTOs have their hands on the pulse of a lot of new advanced technologies that have great run-way and track record of succeeding in the real world.

Their work is very impressive and their time is limited, so they are often finding resources to help them focus on their work, distraction-free.



Professional Business Leaders

Business leaders, VPs, and senior executives are people in the field of their specialty which can include healthcare, immigration, refugee settlement, and other professional, accredited concentrations that require a business consultant, management professional, or marketing expert.

A lot of the work is related to crisis management, PR, brand management, and company growth that helps reposition, save, and overcome bad business trends that hurt the bottom line.

First In Business Across The World

GREY Environmental is recognized as a leader in environment, business, marketing, and communications around the world.

Our Impact

Canada

13 provinces and territories.

The United States

The Office of the President of the United States
1,600 Pennsylvania Ave.

Mexico

Mexico and Latin America

England

Norfolk, Leeds, and Cambridge

Ireland

Dublin

Scotland

Privy Residence

Europe

Geneva, Switzerland, and Hungary

India

Government

Australia

Government

Central Asia

Thailand, China, and Vietnam

East Asia

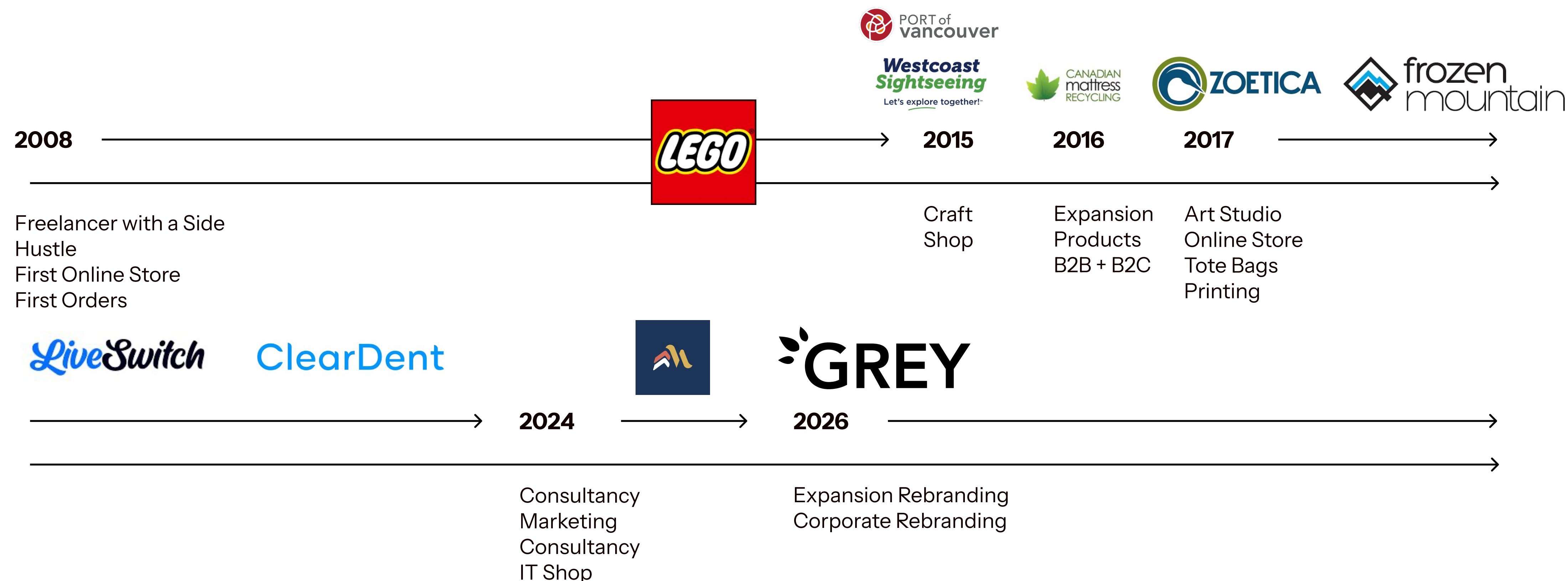
Japan, Korea, and Taiwan

West Asia

Egypt

Company History

Founded in 2008, GREY Environmental has adapted to the times, and served many customers and clients.



“Michelle from GREY Environmental has assisted us with major restoration projects that make her one of the best living architectural students in the world today.”



Bank of Canada
Museum, Canada
Idea, Grant + Name



Louvre,
France (2016)
Custodian Intern



Van Gogh,
Amsterdam
Idea, Market Study



Buckingham Palace,
U.K (post 2012)
Paintings Selection



Downing Street,
U.K (post 2018)
Decor Selection



Windsor Palace,
U.K (post 2013)
Landscaping, Shrubs



W. Churchill House
U.K (2010 - 2025)
Trees, Forestry



Cambridge,
U.K (2019 - 2022)
Water Pollution



Da Vinci Place,
Italy (2019)
Paint Selection



Ottawa Parliament,
Canada (2022)
Land Sales



Sagrada Familia
Barcelona, Spain
(2026)
The tallest church.
3D Photo Matching



24 Sussex Drive,
Canada
Announcements

GREY

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30+ happy customers

30 happy customers let us reach 300,000+ users around the world. Clients choose us to guide their marketing, digitalize their companies, and assist HR activities.

CITATIONS

X CAMPAIGNS

GREEN BANKING

CONSERVATION

PARTNERSHIPS

WRITING AND EDITING

ART BUSINESS

OUTREACH

WILDLIFE WORK

Polar Bears, Birds, Marine Animals, and Turtles

INTERNATIONAL TOURISM

Logistics, Transportation, Ships and Planes

HEALTHCARE POSITIONING

Supply Chain, Leadership, and Policy

COLLEGE AND UNIVERSITIES

Higher Education, Grounds Keeping, and Politics

WILDLIFE SCIENCE

Consulting, Illustrations, and Artwork

REMOTE WORK

Big Tech, Investments, and Research

INTERNATIONAL BUSINESS

High end retail, inventory, and supply chain sustainability

WASTE MANAGEMENT

Global waste management and private solutions

BANKING INFRASTRUCTURE

Investments, Real Estate, and Banking

WE'RE OPEN

Contact our premier consulting firm to see what we can achieve together.

GREY

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Our work is global.

We work with some of the best firms in business to improve their website properties, marketing, and automation. We've solved so many edge cases for our clients that we're simply best-in-class today.

CONTACT US

PROUDLY BASED IN GUILDFORD, SURREY, B.C. CANADA

Click on each box to learn more about our offers. We have six main services that branch into 55 other services to suit your needs.

ALL

AD SERVICES

CREATIVE SERVICES

IT SERVICES

MARKETING SERVICES

STRATEGY SERVICES

WRITING SERVICES

CANADIAN MATTRESS RECYCLING

Ad Services, Creative Services, IT Services, Marketing Services, Strategy Services, Writing Services

CLEARIDENT

Ad Services, Creative Services, IT Services, Marketing Services, Strategy Services, Writing Services

FIFA – TEAM CANADA (2020 – 2026)

Strategy Services

FROZEN MOUNTAIN SOFTWARE

Ad Services, IT Services, Writing Services

LIVESWITCH

Ad Services, Creative Services, Marketing Services, Writing Services

NUCLEAR WASTE MANAGEMENT ORGANIZATION

Creative Services, Strategy Services

WESTCOAST SIGHTSEEING

Marketing Services, Strategy Services

ZOETICA ENVIRONMENTAL

Creative Services, Marketing Services

GREY

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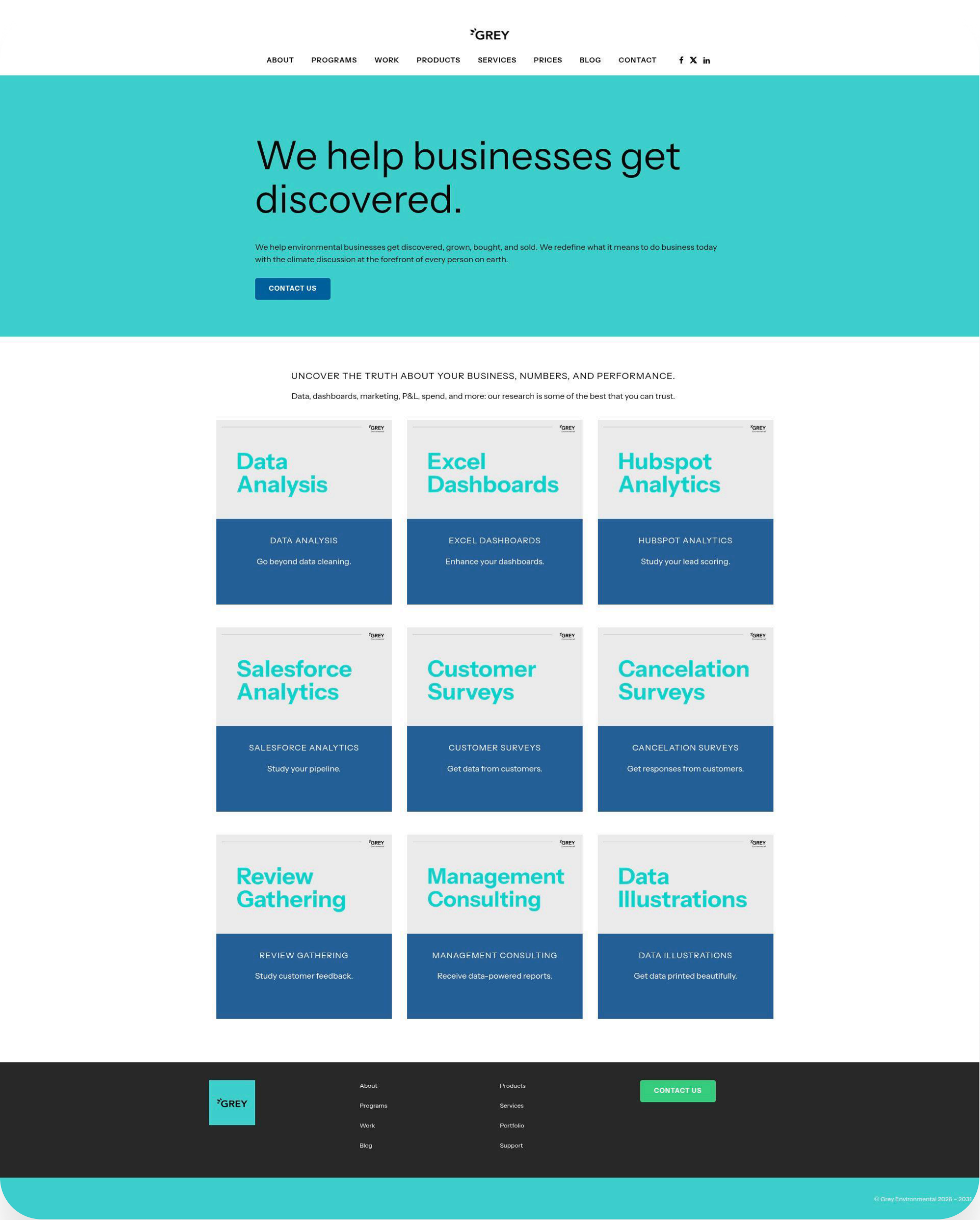
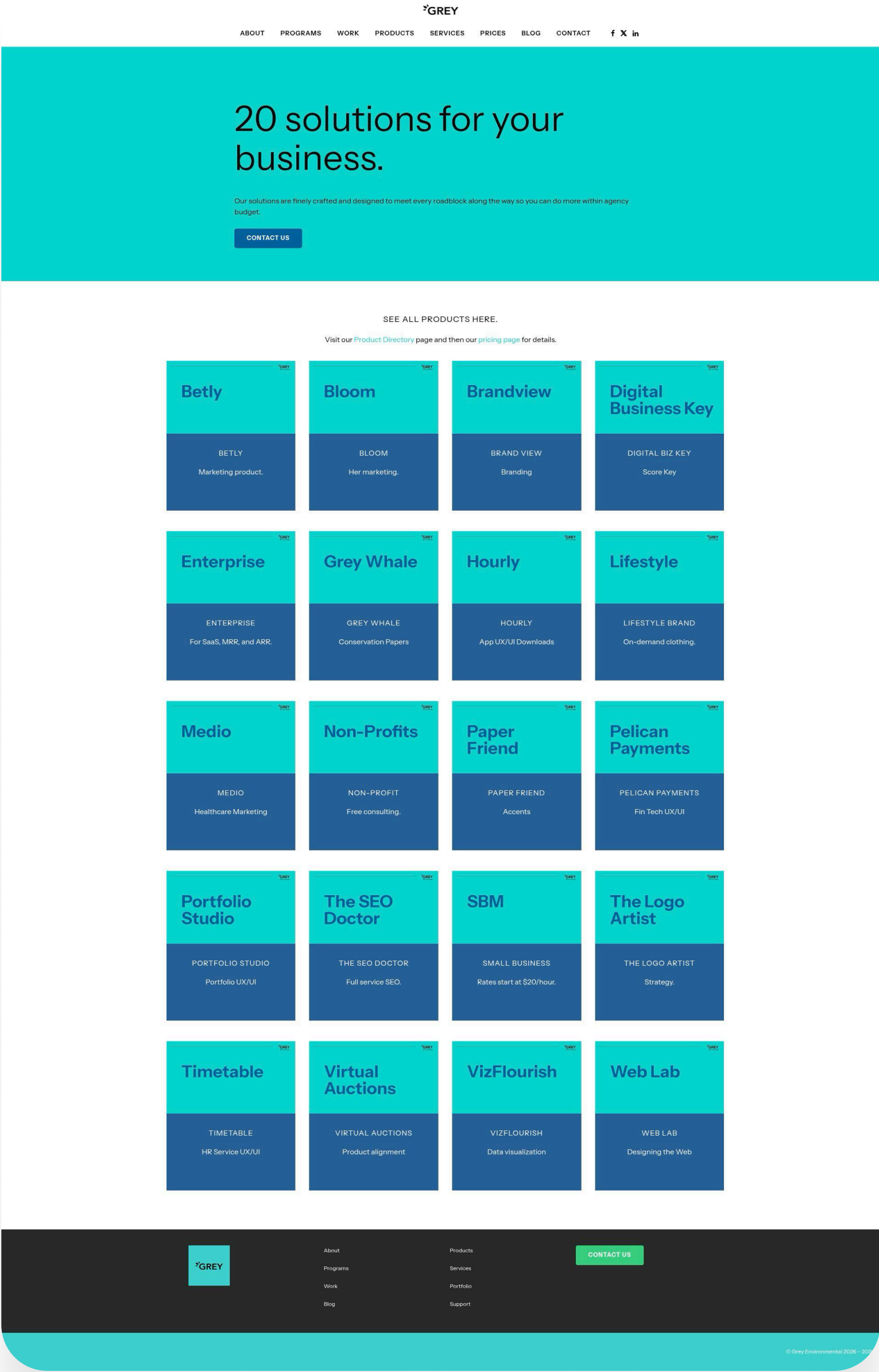
Portfolio

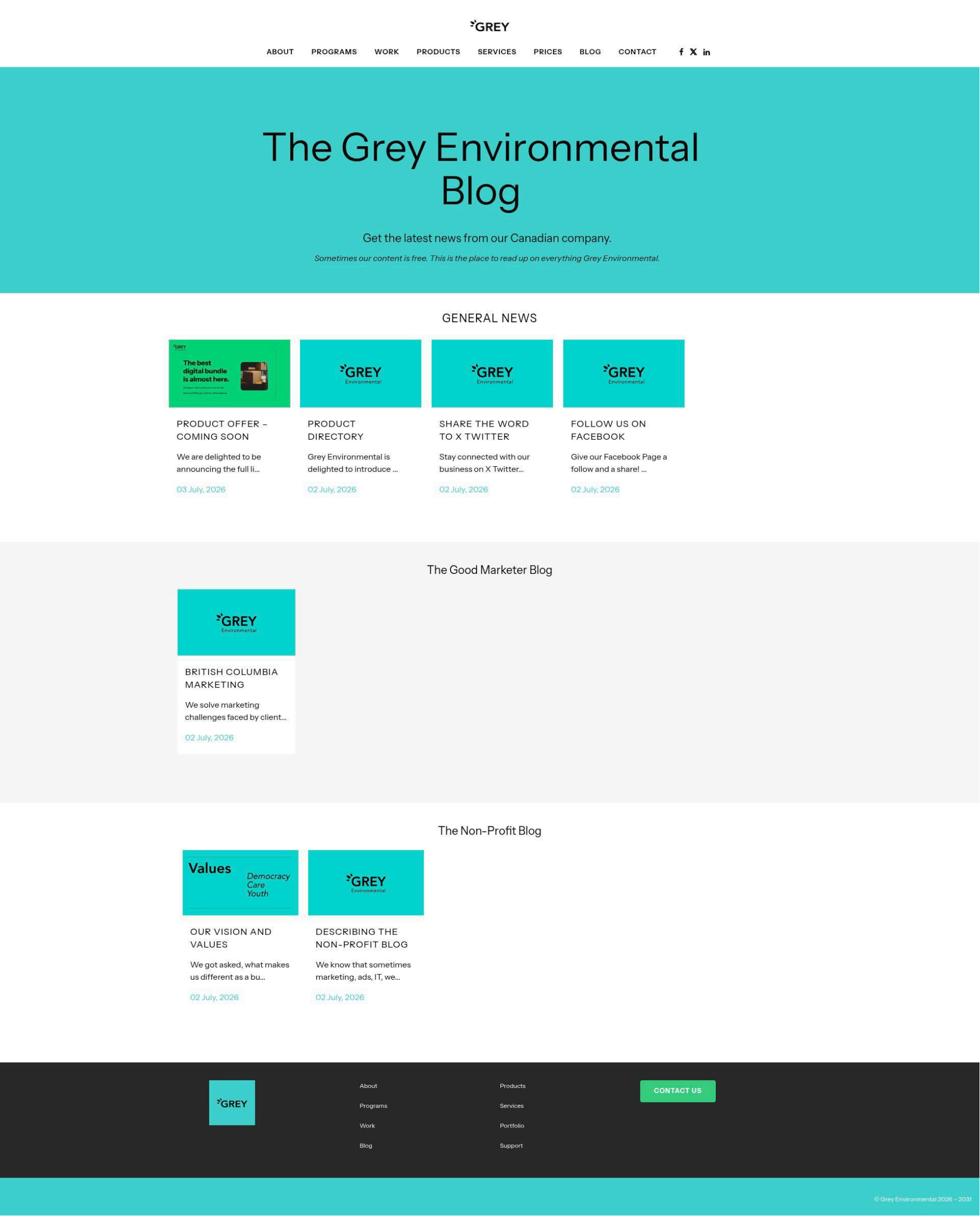
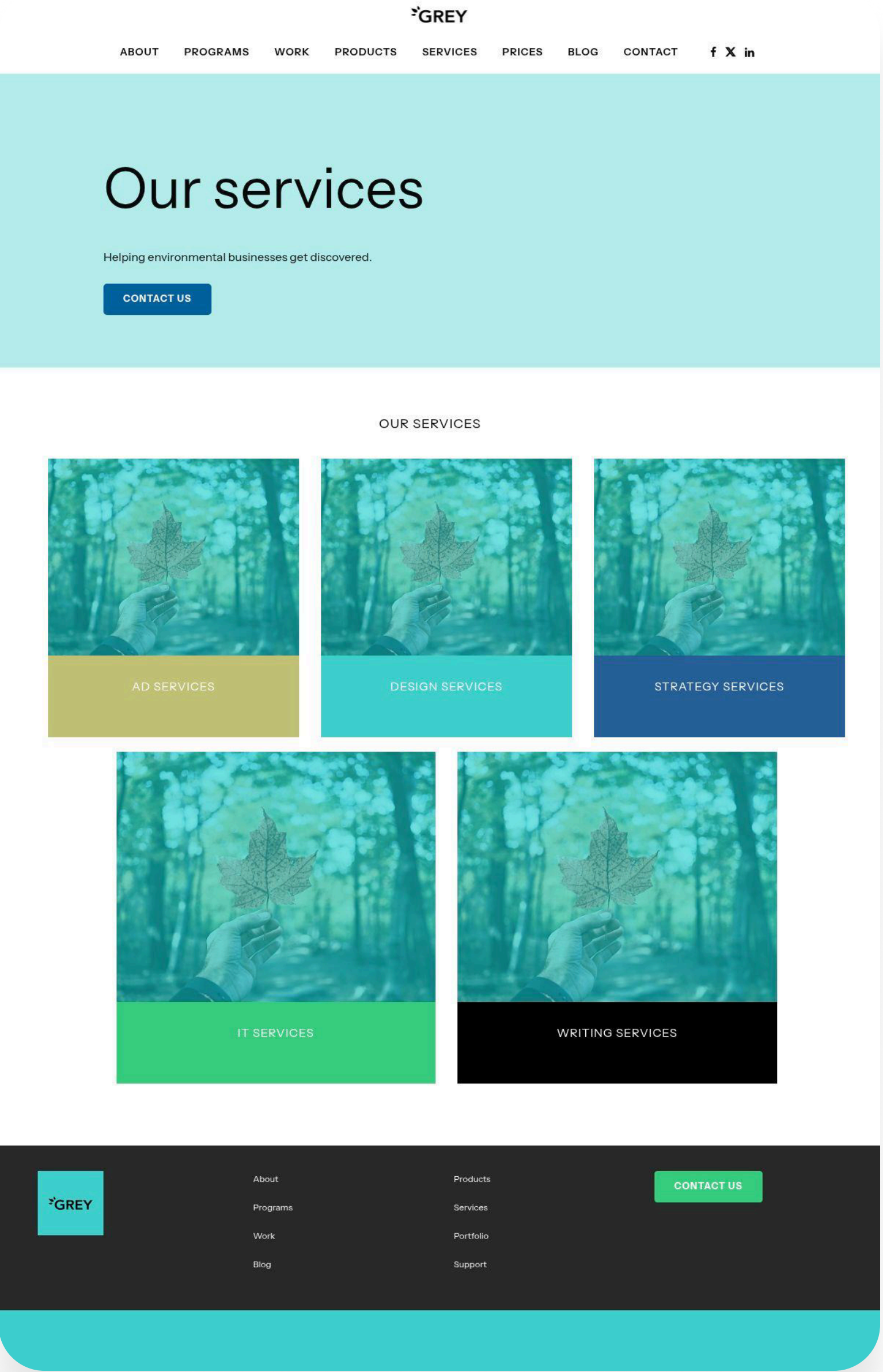
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Based in Canada

Local rates, and high expectations, make us one of the best firms to do business with in Guildford, Surrey, B.C. Canada.

Come support us when you can by taking advantage of our bigger offers and bundles that start from \$500 or \$5,000.

AFFORDABLE RATES.

The rates are affordable starting at \$20/hr, based on Canadian federal and provincial minimum wage standards.

You can hire Grey Environmental per project, on a retainer, as an advisor, subcontractor, contractor, or as a part-time or full-time employee.

Simply register your firm as a Canadian business operating in B.C., Canada, and then drop us a message.

AFFORDABLE PRICING

Affordable task based pricing starts at \$20 per job plus tax (GST). Get a quote today for free to get started.

CANADIAN BANK DEPOSIT

We accept payments by Canadian bank deposits. We will provide our void cheque once a job has started.

INTERACT E-TRANSFER

We accept interact e-transfers to an email. Please have your funds ready to transfer when you start a project with us.

FEES AND TAXES

There is a GST fee of 5% for design and consulting services here in British Columbia, Canada.

The rate will be added to your final invoice.

For example, a \$20 order will cost \$21 after GST is applied.

No PST is required for most of our products and services, because we are not shipping physical goods or selling physical goods.

CONTRACTS

Feel free to ask us ahead of time to view our contracts for our larger projects.

For most larger projects we ask you to add us as an employee and budget anywhere from 10 to 40 hours a week of work.

You can also pay in installments through Interact E-Transfer based on Net-15, Net-30, Net-60, and Net-90 preferences after a minimum 15% deposit has been paid upfront.



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What can we help you with?

Send an email or a text.

We'll respond within 48 business hours.

Guildford, Surrey, B.C. Canada

604-440-1832

Your Name

Your Company

Your Email

Subject

Your Message (optional)

SUBMIT

SMALL FIXES

We can do small fixes of anything that we've encountered before for \$20 - \$40 an hour, payable by Interact E-Transfer and Direct Deposit to a Canadian bank.

2-DAY \$500 SUPPORT

We can provide 2-day support for any services listed on our site for \$500. You will get two days of our time to assist with anything under the sun.

CONTRACTS

Small to big contracts are our specialty. Get a contract done to keep us on a retainer, contract, or subcontracting status.

HIRE ME

You can also save the paperwork by hiring me as an employee if you are a registered company operating in Canada. You can hire me for 20-40 hours a week.



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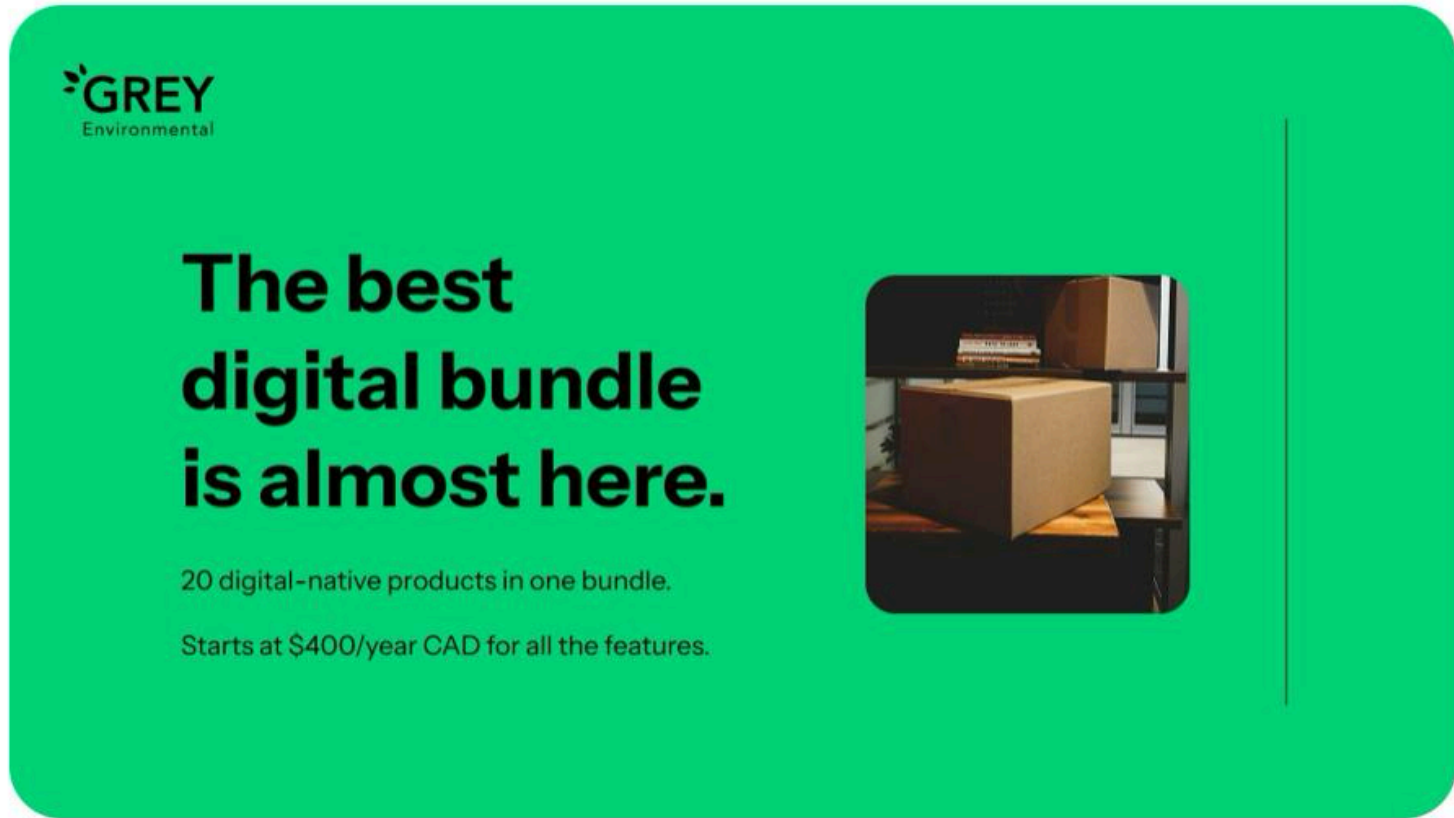
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@GreyEnvGroup

Yes please.



6:35 PM · July 2, 2026

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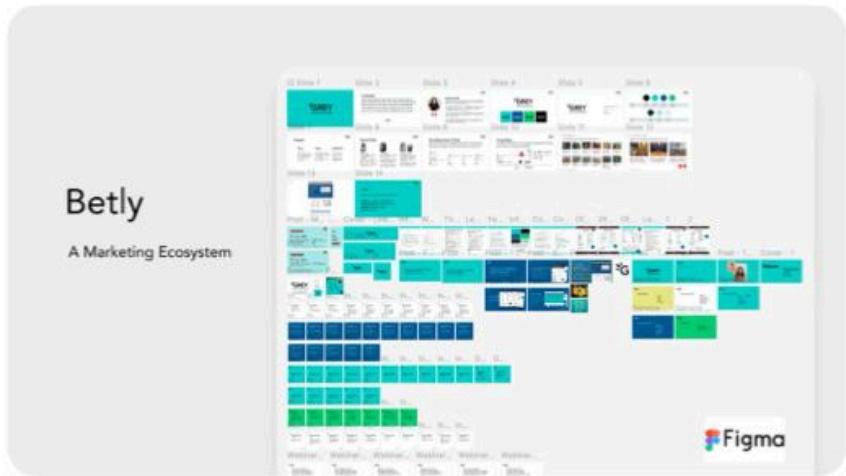
@GreyEnvGroup

Betly is a marketing ecosystem of files, inspiration, and working documents.

It makes gets your business up and running faster and easier than ever before.

It is the zip file that people have been waiting for.

\$20 per year for a full editing license of editable files.



3:22 AM · July 2, 2026

The End

Book a project today or get onto our waitlist.

Email: can.michellechen@gmail.com

Text or Phone: 604-440-1832 (Canada)

LinkedIn: [michelle-chen95](#)

X: [GreyEnvGroup](#)