



For Immediate Release
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Designed for you – and the Planet
Preserve® Kitchen by Recycline

Waltham, MA, October 3, 2007 – Just as purchasing organic foods and supporting local growers help sustain the planet, now everyday cooks can do their part by using kitchenware made from recycled plastics and paper. Recycline, one of America’s premier brands for design-oriented, environment-friendly products for the home since 1996, will debut its durable, stylish, dishwasher-safe **Preserve® Kitchen** line consisting of colanders, cutting boards and food storage containers at Whole Foods Market November 12, 2007. The line will expand further in 2008.

The Preserve Kitchen line is driven by thoughtful, sophisticated product design—a result of an unconventional business partnership with Evo Design, a leading product design firm. “Green products aren’t traditionally known for high design. Preserve products deliver high performance at a competitive price and look great in every kitchen,” says Eric Hudson, founder and President of Recycline.

Initially the line will be sold exclusively at Whole Foods Market – a retailer widely known as a leader in the organic and natural food marketplace. According to Bruce Silverman, Global Vice President of Private Label at Whole Foods Market, “Our customers look to us as a destination for ‘greener’ offerings and the environmentally-friendly **Preserve Kitchen** line by Recycline is a wonderful alternative.”

Known for its revolutionary toothbrushes, razors and tableware made from recycled plastics, Preserve by Recycline has proven that products we use daily can be designed to perform flawlessly while also respecting the planet. Eric Hudson, the founder and President of Recycline imagined the **Preserve Kitchen** line as going hand-in-hand with consumers’ commitment to organic foods. Just as organic food production is gentler on the environment, reusing and recycling materials uses less energy and leaves a smaller environmental footprint than manufacturing products by conventional means. Additionally, Recycline’s Preserve products are made in the USA so that they can be shipped shorter distances, using less fuel and limiting their carbon footprint. Preserve products offer consumers environmentally friendly choices so that today’s kitchen can be greener than ever—and look great, too.

Evo Design took their design cues from nature. For instance, the food storage container gets its inspiration from an apple, the colander resembles a strawberry. But beyond the simple organic designs, making sure that the design and the design process met environmental standards every step of the way was challenging. “We are working hard to ensure that the design supports sustainability,” says Aaron Szymanski, President of Evo Design.

Made in the USA out of 100% recycled materials, the **Preserve Kitchen** line includes:

- **Preserve Colander** (\$12.99 MSRP) – 3.5 quart, easy-gripping, fast-draining, and dishwasher-safe colander made from 100% recycled plastic and recyclable in communities with #5 recycling. Available in Milk White, Berry Blue, Apple Green, and Ripe Tomato.
- **Preserve Cutting Board** - Small (10 x 8 in., \$10.99 MSRP) and Large (14 x 11 in. \$14.99 MSRP). The unique curve of its handle makes food transfer easy. It is also knife-friendly and dishwasher-safe. Made from 100% recycled plastic and recyclable in communities with #5 recycling. Available in Milk White, Berry Blue, Apple Green, and Ripe Tomato.
- **Preserve 100% Post-Consumer Recycled Paper Cutting Board** – Bar board (8 x 6 in., \$11.99 MSRP) and Prep board (13 x 8 in., \$24.99 MSRP) made with Forest Stewardship Council certified Paperstone™. Features a knife-friendly surface with non-porous, petroleum-free coating that makes for easy cleaning. Available in Black Olive.
- **Preserve Food Storage** containers in 19 oz. (two per package, \$5.99 MSRP) and 25 oz. (two per package, \$6.99 MSRP). Their innovative lids screw tightly and the containers are stackable. Made from 100% recycled plastic and recyclable in communities with #5 recycling. Available in Apple Green.

“Small everyday steps like using a ‘green’ colander, cutting board or food storage container can make a big impact, leading us all to think about the other steps we can take to preserve the planet,” notes Eric Hudson.

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About Recycline:

Recycline is a pioneer in green product design and has been at the forefront of cutting edge, environmentally-friendly home goods for more than 10 years. Originally founded in 1996 in response to the rise in recycling programs and overall interest in the environment among U.S. consumers, its mission is to deliver consumer products that offer great looking design, high performance and are better for the environment than alternative products. www.recycline.com

About Evo Design:

A strong proponent of sustainable design, **Evo Design's** headquarters is a reclaimed sewage treatment plant. The full-service, award-winning product design firm, founded in 1997, is comprised of a multi-disciplinary team of experienced design, engineering and business experts whose goal is to provide successful design solutions to maximize their client's product positioning. Leveraging their expertise and vast experience in form and product development, their work has been lauded in a variety of categories including toys, juvenile products, house wares, industrial equipment, medical equipment, consumer products, consumer electronics and more. www.evodesign.com