

EcoGen™

Design Ideas®

Chicago-

At the 2008 International Home and Housewares show, the **EcoGen™** Bath Collection was honored with a product design award for its innovative use of material and elegant form. **Design Ideas®** is the first to use PHBV- a biodegradable, injection moldable plastic made completely from renewable resources- in a line of home products.

Professional designers, experienced university design professors, and teams of design students visited exhibitors at this year's International Home and Housewares show in Chicago this March and chose a series of product which best represented high quality design. Products were judged on the basis of innovativeness, environmental responsibility, market impact, appearance, and overall benefit to the end consumer. The **EcoGen™** Bath Collection was chosen as outstanding among the hundreds of products shown this year, not only for its innovative use of material, but for its "simple, clean forms across the product line."

The **EcoGen™** Bath Collection was designed for **Design Ideas®** by award winning product designer, Hans Maier-Aichen. The line will be available for purchase in April 2008 exclusively at The Container Store, and will be released for retail in the USA and internationally mid-summer.

For Further Information:

www.ecogenlife.com

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