

BOTTLES 2 BAGS™ MAKER ADOPTS EDUCATION INITIATIVE WITH EARTH911 RECYCLING DIRECTORY

For Immediate Release

Scottsdale, Ariz., November 7, 2011 -- Makers of eco-friendly bags and cases, GreenSmart™, and Earth911, Inc., provider of the nation's largest and most accurate recycling directory, will partner on an education initiative using new inserts in GreenSmart's Neogreene™ laptop sleeve product line.

GreenSmart needed an eco-friendly method to allow its products to stand in retail displays, so the company chose a corrugated cardboard insert for its laptop sleeves. But GreenSmart wanted to ensure that its solution to its display problems could go beyond the store to actually helping its customers in their daily lives. To multiply the usefulness of these inserts, GreenSmart invented a perforated bin sign that can be attached to any trash can or cardboard box, converting it to a recycling bin. Signs direct recyclers to the Earth911 Recycling Directory, so that no matter where the sleeves are purchased, customers will be able to find local recycling options in their area.

"GreenSmart's education efforts aim to demonstrate to consumers the positive outcome of recycling goods. Polyester carbon footprints are 75 percent lower when derived from recycled bottle sources versus polyester derived from virgin petroleum. That type of eco-friendly improvement is far from incremental," said Tom Larsen, GreenSmart president and co-founder. "GreenSmart has created a second life for 750,000 bottles thus far through our Bottles 2 Bags™ products, saving landfill space and carbon outputs through the process."

A partnership between Earth911 and GreenSmart was a natural fit because of each company's missions, said Larsen. Earth911 promotes useful, accessible recycling information while GreenSmart's mission is to use recycled materials in the production of all its products.

"It's a triple-win when two companies can coalesce with positive recycling messages to educate an audience," said Corey Lambrecht, Earth911 president. "We're pleased to be included in GreenSmart's outreach and education initiative."

Microsoft stores will first see the product inserts in September and other stores will follow in 2012. GreenSmart also produces messenger bags, backpacks and wine and water carriers, all with fabrics derived from 100 percent post-consumer recycled PET water and soda bottles.

About GreenSmart

GreenSmart, based in Grass Valley, Calif., has been making bags since 1995. In 2006 the company began exclusively using eco-friendly materials for its backpacks, messenger, lunch, laptop and other bags. Visit www.GreenSmart.biz to learn more.

About Earth911

Earth911 gathers, distributes and analyzes localized recycling information to assist manufacturers, organizations and consumers with product end-of-life solutions. Since



1991, Earth911's services have enhanced companies' responsible waste initiatives and worked to increase consumer recycling. Through the Earth911 Recycling Directory, Earth911 hosts the largest and most accurate compilation of recycling information in the nation, boasting more 1 million ways to recycle. Follow @Earth911 on Twitter and Like Earth911 on Facebook at www.facebook.com/earth911.

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