

Ecosource Launches New Bio Pot Concept; Receives Best in Category Award

ecosource Home & Garden announced today the launch of their third line of biodegradable pots, called COIR, made from coconut fiber. The product was unveiled at the recent Atlanta International Gift and Home Furnishings Market in Atlanta where the company received a "Best in Category" award from the Market. The addition of this third line of pots makes ecosource's selection of biodegradable pots the largest in the growing green marketplace.

Fort Lauderdale, FL ([PRWeb](#)) January 22, 2008 -- ecosource (www.ecosourcehomeandgarden.com) announced today the launch of their third line of biodegradable pots, called COIR, made from sustainable coconut fiber. The product was unveiled at the recent Atlanta International Gift and Home Furnishings Market in Atlanta where the company received a "Best in Category" award for The Gardens.

The addition of this third line of pots supplements the existing greenPots line (from rice hulls) and Enviro Collection (from bamboo) makes ecosource's selection of biodegradable pots the largest in the marketplace. The launch was in response to strong consumer and retailer interest in larger eco-friendly vessels for container gardening.

COIR repurposes a well known utilitarian gardening product to create stunning stand alone decorative containers. "The response has been overwhelming" says Chad Callihan, ecosource managing partner. ". We're seeing a huge increase in consumer awareness of environmentally-friendly garden pots since last year. Everyone is really beginning to embrace the green movement."

COIR is now the largest line of eco-friendly decorative pots on the market. Organic texture juxtaposed with contemporary styling, the pots fill a demand for larger containers with the largest in the line being 24 inches wide. The heaviest of the containers is just 5 pounds making them easy to move around, and perfect for any outdoor space, especially balconies and rooftop gardens. They will be on retail floors beginning in March.

"This launch uniquely positions ecosource in the growing market for biodegradable pots" says co-owner, Chuck Rose. "In response to retailer demand, we're constantly developing new products to offer widest variety of eco-friendly planters in the US in terms of color, material, style and size. We're 100% eco-friendly and can now say that we offer the largest eco-containers available. The addition of COIR has enabled our company to strategically differentiate from the competition and still stay true to our earth-friendly foundation principles. Who says you can't have high style and still help save the planet?"

About the Atlanta International Gift and Home Furnishings Market

The Atlanta International Gift and Home Furnishings Market is one of more than 25 annual markets held at AmericasMart® Atlanta, the largest permanent wholesale marketplace of its kind in the world. Founded in 1957, AmericasMart® annually draws more than 235,000 attendees from around the globe.

For more information about the Atlanta International Gift and Home Furnishings Market, visit americasmart.com or call 800.ATL.MART (800.285.6278)

About ecosource Home & Garden:Recipient of Co-op America's Green Business Network seal of approval as a progressive business leader working to solve today's social and environmental problems, ecosource Home & Garden provides retailers with an array of planet friendly products for a healthy home and garden, bed and bath, body and soul. The company's focus is on sustainable and renewable green goods that make it easy and affordable

for consumers to make choices that do no harm to the earth. Featured on HGTV and HGTV Marketplace (marketplace.hgtv.com), the company's greenPots line and Enviro Collection provide a wide range of biodegradable, decorative pots that are all-natural and made from renewable materials. Available in "modern" and "classic" styles and a wide range of colors, the pots are well-suited for any environment including extreme heat, cold and humidity.

For more information about ecosource, visit www.ecosourcehomeandgarden.com or contact Chuck Rose at 954-636-4826.

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