

## **ecosource Launches Eco-Friendly Dinner Ware**

Green wholesaler expands connection between the eco movement and design.

**Fort Lauderdale, FL – February 11, 2008** - ecosource ([www.ecosourcehomeandgarden.com](http://www.ecosourcehomeandgarden.com)) announced today the launch of grēnware, a new line of eco-friendly dinner ware, which is intended to last four to five years and then be discarded or composted. The product will be unveiled at the prestigious International Home & Housewares Show in Chicago March 16<sup>th</sup> to 18<sup>th</sup>.

grēnware bridges ecosource's garden lines (biodegradable pots) to the tabletop category. The launch was in anticipation of the fast-growing demand for new earth-friendly products for everyday living.

"Because of the overwhelming response to our beautiful planters, the expansion into tabletop is a natural progression," says managing partner, Chuck Rose. Durability, being a key selling point, Rose points out that their customers have frequently quipped about whether ecosource's rice based line, greenPots, is edible or dishwasher safe. "In addition to being earth-friendly, the product actually is dishwasher safe, which makes it a perfect accessory for pool, patio, and picnic entertaining.. We're all about developing new uses for materials that are attractive, affordable and practical."

Similar to the greenPots line, grēnware is designed to be safely discarded after 4 to 5 years of regular use. Containing no petroleum or plastic, the product is completely eco-friendly and food safe. grēnware uses coconut powder and other renewable plant fiber, such as bamboo and rice husks to create elegant table settings. "This is where we excel," says Chad Callihan, ecosource's other managing partner. "We bring together ecology and design via high-fashion products that are priced for everyday living." At launch, the line will include three-piece place settings and two serving pieces in two distinctly different finishes. One is a gleaming mahogany espresso color and the other is a glossy natural that shows the actual grain.

About the International Home & Housewares Show:

The International Home + Housewares Show (March 16 – 18, McCormick Place, Chicago, IL) is the world's largest homegoods & housewares marketplace, showcasing thousands of new products and designs in four related product expos. The show is attended by 60,000 professionals (15,500 U.S. buyers) and over 2,100 exhibitors from over 30 countries. There are more than 6,500 international buyers from 100 countries on 6 continents confirmed: North America, South America, Europe, Asia, Australia and Africa.

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](http://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](http://www.ecosourcehomeandgarden.com) or contact Chuck Rose at 954-636-4826.