

## P R E S S   R E L E A S E

### **Aladdin Lotus Collection – Eco-Friendly Cool Bags Made Out of Recycled PET Bottles**

**Shanghai, April 2009.** Thanks to the insulated Aladdin Recycled Lotus Bags there are a couple of tons less landfill which pollute our environment. After grinding and cleaning, the returned PET bottles are spun to threads and processed into the outer material of the Lotus Bags.

Besides a sustainable base each bag features a separate insulating compartment made of PVC-free material. Accessible from the outside the compartments keep beverage bottles cold in summer and hot in winter. In addition the insulated compartment keeps condensation of a cold bottle contained from the remaining contents of the bag.

Furthermore all Louts Bags feature an additional pocket with music port for earphones and are available in four styles. The Lotus Recycled Shoulder Bag is equipped with three additional compartments for easy organizing. The Lotus Recycled Tote can be used as a shopping or beach bag thanks to the removable insulated liner. The adjustable shoulder strap of the Lotus Recycled Sling Bag makes the cool bag the ideal companion for city trips. Featuring a compact design the Lotus Recycled Hand Bag still offers enough space for everyday essentials.

Lotus Recycled Bags can be sourced via [info.europe@pmi-international.com](mailto:info.europe@pmi-international.com), depending on the model the requested retail price is between €22.95 for the Lotus Sling and €49.95 for the Lotus Shoulder Bag.

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**About Pacific Market International:**

Pacific Market International (PMI) was established in 1983 and produces stylish and eco-friendly on-the-go food and drinkware for its brands Aladdin® and Stanley®.

PMI places a special emphasis on sustainability, design, functionality and quality of its products. The company is thoroughly committed to Corporate Social Responsibility and Code of Conduct.

PMI is based in Seattle/USA with offices in Shanghai/China and Manila/Philippines. The company employs around 150 employees worldwide.

**Available images:**



Lotus Recycled Tote beach



Lotus Recycled Tote picnic



Lotus Recycled Tote groceries



Lotus Recycled Shoulder Bag office



Lotus Recycled Shoulder Bag flask



Lotus Recycled Shoulder Bag bottle

**PRESS RELEASE**



Lotus Recycled Handbag front



Lotus Recycled Handbag back



Lotus Recycled Sling Bag



Lotus Collection



Lotus Recycled Shoulder Bag people



Lotus Recycled Handbag people

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