

## P R E S S   R E L E A S E

### **Aladdin turns yoghurt cups into travel mugs with its proprietary eCycle© material**

**September 2010.** Aladdin products made out of the company's proprietary eCycle© material not only reduce environmental waste that would otherwise end in landfills but also prevent new waste from cluttering our earth. eCycle products are made out of recycled plastics such as yoghurt cups and are recyclable where [5] plastics are collected.

eCycle is produced from recycled, foodsafe polypropylene (PP), a type of plastic usually used for packings. At least 22.5 percent of the polypropylene used comes from post-consumer waste such as yoghurt cups or shampoo bottles. eCycle is free of bisphenol A (BPA) and conforms with all regulations of the European Union as well as the American Food & Drug Administration.

For its relevance in sustainability eCycle was awarded with the 2009 iF Material Award and the 2010 Special Award for Responsible Corporate Management of Initiative LifeCare. In addition, the material is nominated for the 2011 Design Award of the Federal Republic of Germany.

Products from the Aladdin Sustain collection are made from eCycle and can be sourced via [info.europe@pmi-worldwide.com](mailto:info.europe@pmi-worldwide.com). As an example the requested retail price of Papillon Recycled & Recyclable Tumbler .35L is €14.95 and €17.95 for the Papillon Recycled & Recyclable Traveler .35L.

#### **About iF Material Award:**

The iF Material Award has been awarded annually since 2005 by International Forum Design in Hannover/Germany. A jury of international

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experts selects the winning products that stand out through their intelligent and efficient use of materials and the resulting sustainability. Since its first launch five years ago the iF Material Award today has become an important mouthpiece and trends barometer in the area of materials.

### **About Special Award for Responsible Corporate Management by Initiative LifeCare:**

Initiative LifeCare is under the patronage of the Federal Minister for Consumer Protection, Food and Agriculture, Mrs. Ilse Aigner. LifeCare judges kitchenware and kitchen appliances based on quality, functionality, meaningfulness and sustainability. With this approach the Initiative wants to meet the requirements of the changes in society's values and to give consumers concrete decision guidance for making purchases by awarding the "KitchenInnovation of the Year®". In addition the "Special Award for Responsible Corporate Management" evaluates projects which target conservation of resources, healthcare, sustainability and responsible personnel policies.

### **About Design Award of the Federal Republic of Germany:**

The Design Award of the Federal Republic of Germany is the country's highest distinction in the field of design and sets strict criteria on entries: a company can only enter the competition for the Design Award if its product has already been awarded a national or international design prize. Another precondition for entry is that companies must have been nominated by the Ministries and Senators of the Federal States or by the Federal Ministry of Economics and Technology.

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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, London/UK and Manila/Philippines. The company employs around 150 employees worldwide.

**Available images:**



Papillon Tumbler .35L group shot



Papillon Tumbler .35L blue



Papillon Tumbler .35L blue



Papillon Tumbler .35L blue



Papillon Traveler .35L group shout



Papillon Traveler .35L blue



Papillon Traveler .35L gray



Papillon Traveler .35L green

**PRESS RELEASE**



2011 Design Award of the  
Federal Republic of Germany  
Nominee



2010 KitchenInnovation  
Special Award



2009 ■  
2009 iF material award

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