

PRESS RELEASE

Aladdin honored by Initiative LifeCare

Pacific Market International and its brand Aladdin win the Special Award for Responsible Corporate Management by Initiative LifeCare

Shanghai, March 2010. During Ambiente which took place in Frankfurt in February, the “Special Award for Responsible Corporate Management” was presented by the jury of the “Kitchen Innovation of the Year” for the second time. This year the distinction for especially sustainable and environmental-friendly operating companies was awarded to the American manufacturer Pacific Market International (PMI) for their eCycle® concept.

eCycle is PMI’s proprietary development and consists of 100% recycled, food-grade polypropylene which on average contains 25% post-consumer content. Products made out of eCycle are FDA- and EU-compliant, BPA free and recyclable where [5] plastic is collected.

With this concept PMI takes special responsibility in conservation of resources and sustainability and fulfills the new consumer desire for “shopping with a conscience”.

About 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

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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 Pacific Market International:

Aladdin® is a brand of privately-held Pacific Market International (PMI). PMI was established in 1983 and produces stylish and eco-friendly on-the-go food and drinkware for its brands Aladdin and Stanley®. In addition the company also manufactures private label products for select globally recognized enterprises.

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:



Award ceremony Aladdin



Initiative LifeCare Special Award



Infinity Recycled & Recyclable Water Bottle .47L group

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Aveo Recycled & Recyclable
Tumbler .3L

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