



For Immediate Release  
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## **Pro-planet shopping without skimping on style**

It all started with a toothbrush. Back when it still wasn't easy being green, Eric Hudson decided to break into the natural product arena by creating an innovative item unlike any other in the marketplace: a toothbrush made from recycled materials. This was a bold decision in 1996, given that recycled-material offerings were scarce in the marketplace.

Hudson named his first product the Preserve® Toothbrush, and so began his new company, Recycline with the first Preserve brand product. The Preserve Toothbrush, with virgin nylon bristles and a 100% recycled-plastic, reverse-curved, ergonomic handle was a hit with eco-conscious consumers, and as the buzz grew, new converts flocked to Preserve's flagship product.

Energetic and full of ideas, there was no deterring Hudson as he gradually added other sleek and stylish products to his developing green venture. A pioneer of leading-edge, eco-friendly goods, Hudson had the vision to realize that there was a gap between the amount of materials being recycled and the number of products created with those materials. The Preserve line of products was created in order to discover fresh ways to reuse and recycle everyday items that were frequently thrown away.

No longer a new kid on the block, Hudson is firmly at the helm of an expanding selection of products as Preserve continues to be a leading eco-friendly consumer products brand. As one of America's premier brands in this category, it is recognized as being at the forefront in design for both function and look – regularly commanding attention for establishing fresh, eco-chic alternatives. Preserve products offer consumers a way to conserve resources with style, and every item is designed to be reusable before being recycled.



Preserve aims to provide environmentally-responsible solutions for everyday use and every room in the house. Since its launch 10 years ago, the company has built its popular personal-care product line to

include the Preserve Jr., razor, tongue scraper, and flavored toothpicks. Next, Preserve entered the backyard and dining room with a line of sturdy, reusable and dishwasher-safe tableware, including plates, cups, and cutlery. Most recently, Preserve Kitchen was introduced to offer home cooks a style-driven, durable, dishwasher-safe kitchen line that includes colanders, cutting boards, mixing bowls food storage containers all made out of recycled plastic or 100% post-consumer recycled paper.

Although Hudson has always loved nature and the outdoors, his career didn't always allow him to be the green guru he is today. Before receiving his MBA from Babson College in Wellesley, MA, he worked for six and a half years at Fidelity Investments in Boston. However, as he entered his early 30s, he realized that he wanted to combine his desire to run his own business with his passion for the planet.

"From the start, combining my personal commitments and beliefs with my professional life has been a wonderful thing. The largest thing I am personally committed to is the health of our planet, and what we can do to reduce our impact on it."

Hudson practices what he preaches, and when he isn't pedaling on his 22-mile commute to and from work, he is cruising around in his Volkswagon which is fueled by used french-fry grease from Wendy's. Every little bit helps and the estimated 70 million U.S. consumers who currently consider the environmental impact of their purchases have the power to make a profound difference.

Hudson points out, "Many people don't realize that since plastics are made with valuable resources like natural gas and oil, sourcing recycled materials for a consumer product, instead of using virgin resources, is a great way to support natural-resource conservation and reduce dependence on foreign fuels."

Preserve's 100% recycled plastic products can be recycled when you are finished with them –by recycling them in communities with #5 plastics recycling, through Preserve's Gimme 5 Program, or by using Recycline's unique postage-paid recycling mailer (available at [www.preserveproducts.com](http://www.preserveproducts.com)). Plus, all returned Preserve products and packaging are then recycled into plastic lumber, which is used to make



Nothing wasted. Everything gained.™

picnic tables, decks, park benches and other durable goods. Preserve also buys wind power to cover 100% of its electricity consumption at office headquarters.

Hudson wants Preserve to be, “the name consumers think of for high-quality, innovative and environment friendly products that can be used with comfort, conscience, performance and style.” He takes pride in keeping recyclable items out of the landfill, and is constantly considering which new products will be the next addition to Preserve’s flourishing lifestyle brand.

### **About Preserve**

Preserve is the leading producer of performance-driven and stylish 100% recycled household products: the Preserve toothbrush, razor, tableware, and the award-winning Preserve Kitchen line. The company is powered by the recycling efforts of individuals and companies via its Preserve Gimme 5 program. This program accepts #5 plastics that many municipalities do not currently recycle—such as yogurt cups and other common household containers. This year, Preserve will keep one million pounds of #5 plastic out of landfills—transforming it into new Preserve products. All recycling and manufacturing is done in the USA. Preserve empowers people to make everyday choices that are better for the earth while offering real solutions without compromise. Preserve products can be found at forward-thinking retailers like Whole Foods Market, Target, and a variety of grocery and natural food stores. Preserve’s parent company, Recycline, was founded in 1996 and has become a leader in the effort to mitigate the impacts of the industrial age. [www.preserveproducts.com](http://www.preserveproducts.com)