

STYLISH STATIONERY WITH A HEART FOR THE ENVIRONMENT

Submitted by: Creative Waste Products Ltd

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A new range of beautiful stationery reecovid (<http://www.reecovid.co.uk>) (recovered), has been created for the modern eco-woman, with an eye for quality design and a heart for the environment.

Fun and quirky, the reecovid range features notebooks, address books and diary organisers. Each original cover design is based around the female symbol evolving into a flower and is named after a famous eco-friendly female, to help channel an inner environmental goddess. They also have a genuine bra strap elastic closure band to keep important documents in place.

The creative director behind the range Ingrid Savill (<http://www.reecovid.co.uk/pages/about>) says she had always wanted to create a selection of contemporary stationery that brings together her passion for design and the environment. "We like to think of it as a land of happy reincarnation, turning waste material into something beautiful, new and inspiring for our customers to enjoy."

Each of the gorgeous stationery products are made from acid free 100% recycled PCW (post consumer waste) with no virgin fibre added, represented by the slogan WASTE, NOT CHASTE™.

(<http://www.reecovid.co.uk/blogs/news/1680042-virgin-says-no-to-our-recycled-not-virgin-slogan>)

In fact all reecovid products are not only made from recycled materials, but are also recyclable. They're made in the UK, printed using vegetable based inks and the covers are protected with biodegradable laminate for longevity.

The 2D metal ring mechanism can be used with a standard hole punch and all the covers are refillable. A new range of refills (<http://www.reecovid.co.uk/collections/refills>) and tabs will be available in the new year for the address books and diary organisers.

reecovid's product packaging is also green (<http://www.reecovid.co.uk/pages/environment>) with only compostable and recyclable packaging used to protect the products, like the compostable cornstarch clear bags and green bubble wrap.

"We know that people are more aware of the challenges facing our planet, so we are taking a positive step in creating a cleaner, greener environment," she says. "We live by a policy of working together to create a better tomorrow through recycling and reduced energy output."

reecovid products are sold at independent UK specialty gift retailers and online.

reecovid will also be exhibiting at the Eco Design Fair (<http://www.ecodesignfair.co.uk>) on Saturday 4th - Sunday 5th December 2010 in Islington, London.

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