



Contact: Holly Padove/Jamie Relth
(805) 773-1000; holly@thepressroom.com
Client Contact: Chance Claxton
(866) 410-9667; Chance@kidskonserve.com

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Pack Lunches that Make the Grade this School Year with Kids Konserve™ *Save the Environment and Money with Waste-Free, Non-Toxic, Lunch-Packing Products*

SAN FRANCISCO, CA (April 16, 2012) –[Kids Konserve™](http://KidsKonserve.com), manufacturer of non-toxic, waste-free lunch-packing products, introduces several new items for the back-to-school season. All Kids Konserve products are designed to help families eliminate single-use, landfill-bound trash from their lunch-packing routines, and save money, too.

The latest additions include sweat-free ice packs, food kozies™ and cotton napkins in new Ocean and Sky colors. These new products round out the comprehensive line, which also includes insulated lunch sacks made from recycled plastic bottles, leak-proof stainless steel containers and insulated food jars.



“The average child creates 67 pounds of lunchtime trash each school year!” exclaims Kids Konserve co-founder Chance Claxton. “Kids Konserve is providing reusable lunch-packing solutions so that we can reduce waste and help change the world, one cafeteria at a time. In addition, parents using our waste-free lunch packing solutions also save money on wasteful paper and plastic products.”

New products include:



Set an example by toting the **Kids Konserve Insulated Lunch Sack** (MSRP: \$22) made from eight 100% non-toxic recycled plastic bottles. An inside pocket offers the perfect space for the sweat-free ice pak (right), which keeps food fresh, from the fridge until lunch hour.



Fact: “Each year, Americans use about 10 billion paper bags, which results in 14 million trees being cut down,” per Earth911.com.

Ditch plastic water bottles and disposable juice boxes and pack drinks in a **Kids Konserve 20-oz. Stainless Steel** bottle, in a host of cute colors and designs (MSRP: \$18). Made from 304 food grade stainless steel, it is naturally safe and unlined.



Fact: According to FoodandWaterWatch.org, in 2009, U.S. consumers purchased 8.45 billion gallons of bottled water; about 75 percent of the empty plastic bottles end up in landfills, lakes, streams and oceans, where they may never fully decompose.



Keep sandwiches and other foods from getting stale with Kids Konserve innovative reusable **Food Kozy™** (MSRP: \$9 for two), made from food-safe plastic (free of BPA, phthalates, PVC and lead). Just like a baggie, they snugly wrap and transport lunchables, and even double as a placemat for on-the-go eating.

Fact: According to PracticallyGreen.com, some estimates show that more than 20 million plastic sandwich baggies go from lunchbox to landfill every day.

Easy to stow in a backpack or purse, the lightweight and compact Kids Konserve **Bamboo Utensil** (MSRP: \$5.50) is made from sustainably-harvested bamboo, hand-finished with a natural, food-safe oil. Multi-pronged (fork/spoon on either side), the durable and versatile tool serves whatever's on the lunch menu – from yogurt to pasta salad.

Fact: "The U.S. throws away enough plastic utensils each year to circle the equator 300 times," according to ThinkOutsidetheBin.com.



Fruit, yogurt, crackers and more fit perfectly in the Nesting Trio of three leak-proof, reusable **stainless steel containers** (MSRP: \$27). Free of BPA, Phthalates, PVC and lead, the containers feature food-grade stainless steel, non-toxic plastic lids and stack inside one another for compact storage.



Fact: According to the EcologyCenter.org, many chemical additives used in plastic products such as plastic food containers have negative environmental and human health effects like direct toxicity.

Founded in 2008, **Kids Konserve™** offers a complete line of waste-free lunch and snack packing solutions for kids and adults with its U-Konserve line. Kids Konserve is dedicated to providing education on the importance of 'reuse' through its non-toxic, non-leaching, waste-free products. All items offered by Kids Konserve are free of BPA, phthalates, PVC and lead. Kids Konserve products can be purchased at www.KidsKonserve.com, as well as through markets and boutiques nationwide. To see the Kids Konserve lines, please visit www.KidsKonserve.com. **Editors seeking more information may contact Holly Padove at (805) 773-1000 or email Holly@thepressroom.com.**

