

# products

## Flipping flotsam

Every day, hundreds of discarded flip flops wash up on beaches around the globe. Kenya's shore is littered with footwear from as far afield as Japan, Indonesia and Malaysia — and the colourful rubber prevents turtles from laying their eggs on the beach and their freshly hatched babies from returning to the ocean. Ten years ago, local people started collecting the non-degradable waste to make toys, fishing buoys and cushion stuffing. The Flip Flop Recycling Project, launched in 2005, took the project further, extending production to jewelry, sculptures key rings, belts and bags made from the flip flop waste to help local communities improve their livelihoods. The initiative was recently expanded to begin reusing trash from low-income communities in Nairobi such as the Kibera slum.

<http://www.uniqueco-designs.com>



## Sustainable fish fingers

British food company Young's has introduced what it says is the UK's "first 100% sustainable cod fish finger". The dish is made with line-caught, 100% sustainable, wild Alaskan Pacific cod certified by the Marine Stewardship Council (MSC). Young's was awarded the 2007 Seafish Award for Outstanding Achievement in recognition of its efforts to support sustainable fishing. According to MSC Chief Executive Rupert Howes: "With these fish fingers, and the many more MSC-ecolabelled Young's products like it, Young's is helping to shape the future of fishing by offering their customers the best environmental choice in seafood".

[www.saveourfishfingers.co.uk](http://www.saveourfishfingers.co.uk)



## Wireless energy monitor



The Owl Wireless Energy Monitor is an innovative gadget which shows you how much energy you are using around your house at any given time. When lights and appliances are turned on, the Owl's easy-to-read LCD monitor reveals exactly how much electricity is being used, how the cost of electricity per hour changes and how much harmful CO2 your home is emitting. The device's producers say that by simply turning off appliances when they are not required, consumers can save up to 25 per cent of their electricity usage — hence cutting both their monthly bills and their households' harmful carbon emissions. The beauty of the Owl is that it gives people a clear view of how much energy they are wasting, and how much they could save by taking simple steps like not leaving televisions on standby, washing clothes at cooler temperatures, removing unused telephone chargers from the mains and using tumble driers as little as possible. The device also shows you how much energy you are still using when you go to bed at night — clearly signaling any appliances that have been left on needlessly. An innovative way to become more energy efficient.

[http://www.earthwhile.co.uk/Shop/Energy\\_Measuring/Owl\\_Wireless\\_Energy\\_Monitor/Product.html](http://www.earthwhile.co.uk/Shop/Energy_Measuring/Owl_Wireless_Energy_Monitor/Product.html)

## Green printing

Epson's Stylus Pro 3800 printer won the 2007 Ecohitech Award — an Italian prize rewarding the greenest hi-tech processes, products, systems and services. Compared to the previous models, the Pro 3800 produces 44 per cent less estimated CO2 emissions during its product life and uses 55 per cent fewer resources during production. The printer is Ecoleaf certified — a Japanese ecolabel which recognizes that a Life Cycle Assessment has been carried out on a product.

[www.epson.com](http://www.epson.com)



## Energy-efficient computer

Computers account for 40 to 60 per cent of the energy used by office equipment — second only to lighting in terms of electricity guzzling. Desktops are the big culprits, using around 70W when active compared to laptops which require between 12 and 22W. A newcomer to the market, the SC20 Smart Client computer, is now raising the stakes, performing "all the business functions of a bulky PC using just ten per cent of the power", according to Cranberry, its manufacturer. The computer, which is the size of a paperback book, has an ultra-efficient microprocessor and "offers a genuinely viable and greener alternative to the vulnerable and power-hungry office PC," says Cranberry CEO Simon Ponsford.

<http://www.cranberrynet.com>



## Reusable bags

The world is seeing a backlash against plastic bags, which are increasingly seen as polluting and environmentally unsustainable. Bhutan, Rwanda, Bangladesh and South Africa have banned them altogether, as have San Francisco and Mumbai — and other cities including London and Paris could soon follow suit. In Taiwan and a growing number of European countries, shops now charge for them. As the plastic bag falls from grace, the reusable bag has become a hip environmental statement. Fashion designer Anya Hindmarch made a splash earlier this year with a canvas tote displaying the words 'I'm Not A Plastic Bag', which became a fashion phenomenon after it was given out in the 2007 Oscar 'goodie bags'. It was then seen on the arms of throngs of celebrities and proceeded to sell out within hours in high street shops. Beyond the world of fashion, more and more shops are now offering grocery bags made of washable fabric and intended to last for years — and a wide range of reusable bags are available on [www.reusablebags.com](http://www.reusablebags.com) and as far and wide as Japan, Canada and India. UNEP's Billion Tree Campaign even has its own 'tote', which comes in three colours and spells out 'Plantemos Para El Planeta' (Plant for the Planet).

<http://www.kannarosa.com/>



## Colour-coded rubbish bin



Brazil has always been known for its trailblazing sense of design — and the country's latest trendsetting could be the introduction of a spate of eco-friendly products by Brazilian companies, such as a rubbish bin to separate trash into four different categories. With its blue, green, red and yellow lids, the 'Recicla Facil' (Easy Recycle) garbage bin is easy to use and ideal for teaching children to sort their waste. The bin can be bought online for those living in Brazil, but manufacturers have also exported it to Spain, Portugal and Italy — a sign that rubbish-sorting could be gaining momentum around the world.

<http://planetasustentavel.abril.com.br>