



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

FOR IMMEDIATE RELEASE

Lunchboxes Grow Up with [Kids Konserve™](#)'s New Adult Line

Let the Lunch Pail Envy Begin on Saturday, January 28, 2012 at the New York International Gift Fair

SAN FRANCISCO, CA (January 12, 2012) – [Kids Konserve](#), manufacturer of non-toxic, waste-free lunch packing products, introduces **U-Konserve™**, its all-new line for adults, at the 2012 **New York International Gift Fair** (NYIGF) January 28 – February 1, 2012, booth #4220.

Fresh, contemporary, and designed to elevate on-the-go lifestyles, the **U-Konserve** line takes "brown-bagging" to a whole new level with re-usable totes, containers, mugs and more. Featuring tasteful Saffron or Slate hues and innovative, globally-conscious designs, U-Konserve fulfills the cravings of sophisticated, environment-savvy consumers.



Innovation - Rethinking lunch packing systems of the past, Kids Konserve products are built to respond to the challenges of present-day life. For instance, Kids Konserve completely **reconceived the tired and trash-producing "plastic baggy"** with the invention of the reusable, recyclable and BPA-free [Food Kozy™](#) (MSRP two for \$9.50).

Economy - Kids Konserve products help users shave spending from their daily lunch budget through packing healthy lunch items purchased in bulk. For example, "brown-baggers" can save \$.44 each day by packing a six-ounce serving of yogurt (from a large store-bought container) in one of the leak-free stainless steel containers of the [Nesting Trio](#), rather than buying the six-ounce single-use plastic cups at the store. See more examples on this [Cost Comparison chart](#).

Responsibility - Recycled, re-usable, and waste-free design is at the core of all Kids Konserve items. Thousands of plastic bottles are reborn each year as [Insulated Lunch Totes](#) and [Sweat-free Ice Pack-Covers](#) (MSRP \$29 and \$11.50). Reusable [totes and sacks](#) made from 100-percent recycled cotton, biodegradable ice packs, and recyclable [stainless steel food containers](#) also help consumers eliminate "landfill lunches."

Purity - Gone are the days of BPA-ignorant bliss. As consumers toss toxin-leaching plastic containers, Kids Konserve leads the way with the safest, non-leaching, non-toxic, food-grade, and BPA, PVC, phthalate and lead-free materials. Get the detailed low-down on each of the thoughtfully selected materials used in Kids Konserve products, [here](#).

Founded in 2008, **Kids Konserve™** offers a complete line of waste-free lunch and snack packing solutions, and is dedicated to educating families, schools and the general consumer on the importance of 'reuse' through its non-toxic, non-leaching, waste-free products. Kids Konserve products can be purchased at www.KidsKonserve.com, as well as through markets and boutiques nationwide.

Editors interested in scheduling an appointment with Kids Konserve at NYIGF, or obtaining more information, images, or samples, may contact Jamie Relth at (805) 773-1000 or email Jamie@thepressroom.com.

