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**Natural Products Expo West, Booth #5359, Hall E**

FOR IMMEDIATE RELEASE

## Kids Konserve™ Introduces U-Konserve™: Easy Re-use for Adults *To-Go Containers Grow Up March 9 – 11, 2012 at Natural Products Expo West*

SAN FRANCISCO, CA (February 9, 2012) – [Kids Konserve](http://KidsKonserve.com), manufacturer of non-toxic, waste-free lunch packing solutions, introduces **U-Konserve**, a new line of reusable, waste-free lunch packing solutions for adults at the **Natural Products Expo West on March 9 – 11, 2012, booth #5359, Hall E**.

Thinking outside the lunch box, Kids Konserve conceived its fresh, contemporary new adult line, U-Konserve, to elevate on-the-go lifestyles. **Taking "brown-bagging" to a whole new level, the line includes recycled cotton totes, stainless steel containers, insulated 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 an 8-ounce serving of yogurt (from a quart store-bought container) in a leak-proof, stainless steel container (see 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 by 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 nontoxic, waste-free lunch and snack packing solutions for kids and adults. Kids Konserve products can be purchased at [www.KidsKonserve.com](http://www.KidsKonserve.com), as well as through markets and boutiques nationwide. **Editors interested in more information or in scheduling an appointment at Natural Products Expo may contact Jamie Relth at (805) 773-1000 or email Jamie@thepressroom.com.**