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U•Konserve® and Kids Konserve® Celebrates Five-Year Anniversary and Lowers Prices!

SAN FRANCISCO, CA (July 22, 2013) – Next month, U•Konserve and Kids Konserve will celebrate a successful five years in business, and to mark the anniversary recently announced new lower pricing across the board. This new lower pricing will enable U•Konserve and Kids Konserve to remain a leader in the waste-free lunch-packing and food-storage category, and to continue to improve their brand in the marketplace and capture an even larger share of the growing environmentally conscious industry.

Their five-year anniversary is preceded by several successful milestones. Kids Konserve launched in 2008 with their Waste-Free Lunch Kit and reusable lunch-packing products for schools, and in 2009 and 2010 released several new products to enhance their growing collection. Since the company's inception, customers had been asking for similar high-quality products designed for adults too. As a result, U•Konserve was launched in 2011 and includes sustainably designed food-packing products with adults and teens in mind. 2011 and 2012 saw a shift from focusing on reducing lunch waste to offering diverse solutions for a variety of food-packing needs including travel, picnics, takeout, salad bars, and refrigerator storage for leftovers. This year, they introduced their new Wild Leaves product line including 14 new waste-free solutions.

Their new lower pricing, effective July 1, 2013, is made possible due to their loyal customer following, continued growth and excellent long-standing manufacturer relationships. These new prices will make it more affordable for more people to reduce single-use, disposable packaging, and be more likely to choose sustainably designed reusable products. U•Konserve and Kids Konserve is excited to offer the same reliable, functional, non-toxic products—now less expensive.

About U•Konserve® and Kids Konserve®:

U•Konserve and Kids Konserve offers reusable and recycled lunch-packing and food-storage products designed to eliminate waste generated by single-use disposable food packaging. Products include leak-proof stainless steel containers and bottles, recycled lunch totes and ice packs, reusable snack bags and sandwich wraps, and waste-free accessories. The non-toxic and durable products are ideal for lunches, travel, picnics, takeout, salad bars, refrigerator storage for leftovers, and more. Tested by independent labs to meet strict safety standards, all products are free of BPA, phthalates, PVC and lead.

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The complete line of U•Konserve® and Kids Konserve® waste-free and non-toxic food-packing solutions for adults and children can be purchased at www.kidskonserve.com, and at retailers in the U.S. and internationally. If you'd like more information, or to schedule an interview with Chance Claxton, please call (866) 410-9667 or email Chance at chance@kidskonserve.com.