

gifts that don't cost the earth

Growing consumer demand for eco-friendly gifts has prompted a boom in the market, which shows no signs of slowing.



As more people seek to reduce their carbon footprint, the need to source eco-friendly products becomes increasingly important.

Consumers are becoming much more eco-aware in all walks of life from the food they eat, to the holidays they go on and not least the gifts they buy.

Growing awareness has sparked a boom in new products claiming green credentials.

The term eco-friendly can cover a number of criteria from transportation, packaging and energy conservation, use of recycled material and natural products to protecting the futures of workers in developing countries.

Leading trade fairs like Pulse organised by Clarion Retail have identified eco-friendly products as one of the most important trends in the homewares market.

At the recent edition from 3rd to 5th June at London's Earls Court visitors could identify eco exhibitors by a special stamp awarded for products that met one or more of Pulse's eco criteria, set up in collaboration with designer

Oliver Heath, who runs the online business EcoCentric.co.uk

Europe's leading annual garden, pet and leisure show Glee has introduced a Going Green trail to help buyers pinpoint environmentally friendly products.

The show-wide initiative aims to help retailers benefit from the green movement.

Glee takes place from 16th 18th September at the NEC Birmingham and is open to all trade visitors.

Noonoo© is a business founded with eco-friendly principles at its heart. The company has a fast growing brand identity and wholeheartedly supports and practises ethical manufacturing. Their products are ecologically sound made from clean, toxin free textiles, fully machine washable and safety certified.

"Due to the patented process which Noonoo© felted lambswool textile goes through to achieve its end result, and to be able to monitor quality and production, it became apparent from the outset that setting

up an independent Noonoo© production unit was the only answer:

"By doing this, Noonoo© would be confident of the environment the product was to be made in, and ensure that basic principles of ethical manufacturing were followed to the letter.

Since November 2005, the company has increased full-time well paid employment in new, clean and airy premises in Ho Chi Minh to husbands, wives and their school-leaver off spring resulting in happy team work, expansion of the range and an increase in production of Noonoo© product.

The Noonoo© textile is by definition 'organic in the true sense of the word. The patented felted lambswool textile is made from 100 per cent pure wool with added viscose to give the textile stability in the wash process, which allows the product to be fully machine washable at 30 degrees wool/delicate, and low spin cycle.

As far as packaging is concerned Jo maintains: "It takes more energy and a bigger carbon footprint to recycle than it does to produce paper and card from sustainable purpose-grown crops and to create packaging from virgin forest which is what all Noonoo© packaging is made of.

"Using the little acetate we do use in the packaging plus the sustainable forest packaging, we decided in the development stages, was better in the long term than using GM modified starch acetate and creating a higher level of pollution in trying to be clever and to just be able to say that our packaging is recycled for PR purposes!" she adds.

Further Information

www.noonoodesign.com

www.gleebirmingham.com/goinggreen