



PRESS CONTACT

Catie Nations

Trade Marketing Communications Manager

Catie.nations@pmi-worldwide.com

612-349-5206

Pacific Market International's eCycle® Wins International Forum Material Award

PMI joins ranks of Apple, BMW and more with receipt of prestigious, international award.

FOR IMMEDIATE RELEASE

SEATTLE, WA – March 10th, 2008 – Seattle-based Pacific Market International (PMI) is the proud recipient of a coveted International Forum (iF) Material Award for its signature blend of recycled and recyclable plastic, eCycle®. With names like Apple, BMW, Siemens, Royal Phillips, and Sony competing for these honors, this award demonstrates PMI's position as a global player in the creation of cutting-edge and environmentally sound materials.

eCycle is PMI's patented blend of recycled plastics, made of both industrial and post-consumer waste. Three different blends of the mix lend it to many different applications, including blow molding. Products made with eCycle are BPA-free on food contact surfaces, microwavable and dishwasher safe, as well as recyclable. Aladdin, a brand of PMI, uses the material to make their line of Sustain mugs and lunch ware, including the recently debuted "Recycled and Repurposed Mug" with fellow Seattle company, REI.



Recycled and Recyclable Water Bottle and Snack Container, both made with eCycle

Winners of the iF Material Award are selected based on degree of innovation, comparison with existing materials and processes, environmental compatibility (production and application), potential and form of presentation. The other categories honored by the iF are Product Design, Communication Design, Design (China), Packaging and Concept.



Recycled and Recyclable Travel Mug, made with eCycle

"We were proud to pioneer this environmentally-friendly new material and prouder still that it is being recognized by such a prestigious organization," said Ken Mitchell, Vice President of Marketing and Product Development at PMI. "We knew eCycle was an extraordinary material and it's great that other companies and consumers can see that too."

Because of this win PMI's eCycle is now eligible for an iF Gold Award, a further distinction granted by the iF to the top five submissions in each category. The winners of the Gold Award will be announced on April 20th.

About PMI:

Established in 1983, privately-held Pacific Market International (PMI) revolutionizes the way people eat and drink on the go. The company owns the Stanley®, Aladdin® brands and is headquartered in Seattle, with offices in Shanghai and London.

About eCycle®:

eCycle® is good stuff. It is PMI's proprietary mix of recycled plastics. On average it contains 95% recycled plastics including 25% post consumer content.

About iF:

Ever since 1953 the name "iF" has stood for competent and reputable services involving the interface between design services and business. Their six iF design competitions - the iF product design award, iF communication design award, iF material award, iF design award china, the iF packaging award and iF concept award (for students only) - have helped them become one of the world's biggest and best-known design centers. The iF seal of fine design quality has become an internationally recognized trademark, serving as a buyer guidance tool in the world's markets.

###