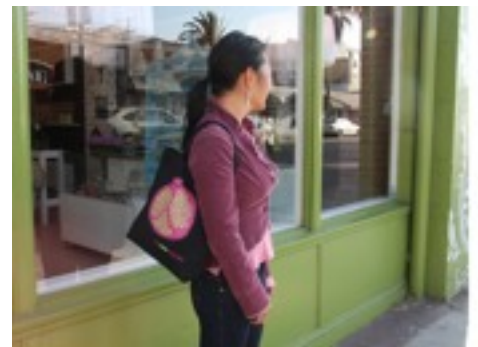




**i'm eco friendly® TOTE COLLECTION
2010**



Quick i'm eco friendly® Facts:

- Fashionable cloth bags for men, women & children
- Custom-made, not mass-produced
- 100% certified organic cotton; soon hemp & org. cotton blend
- Stylish colors
- Eclectic & tasteful designs
- Same-fabric handles for style and durability
- Made ethically in California, USA
- Woman-owned business

We take pride in manufacturing our products in the United States and helping support our labor force and economy.

By minimizing the overseas shipping of merchandise, we also help keep our company carbon footprint down!



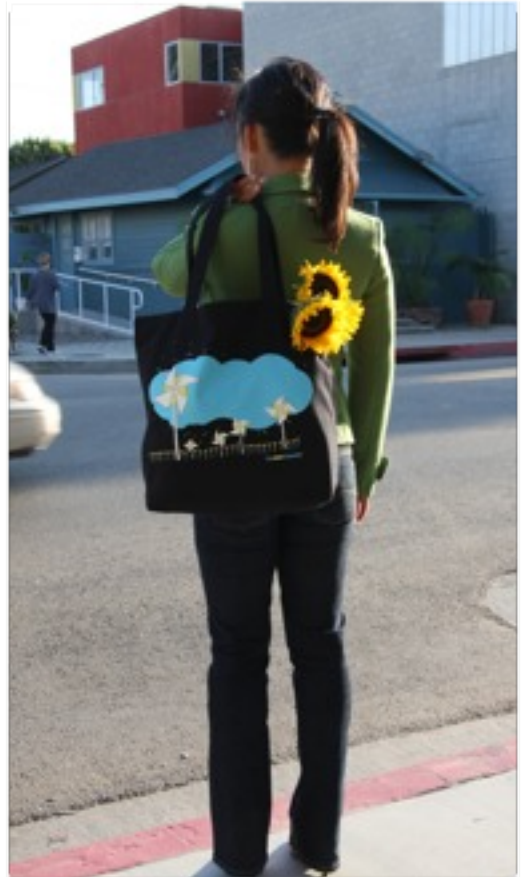


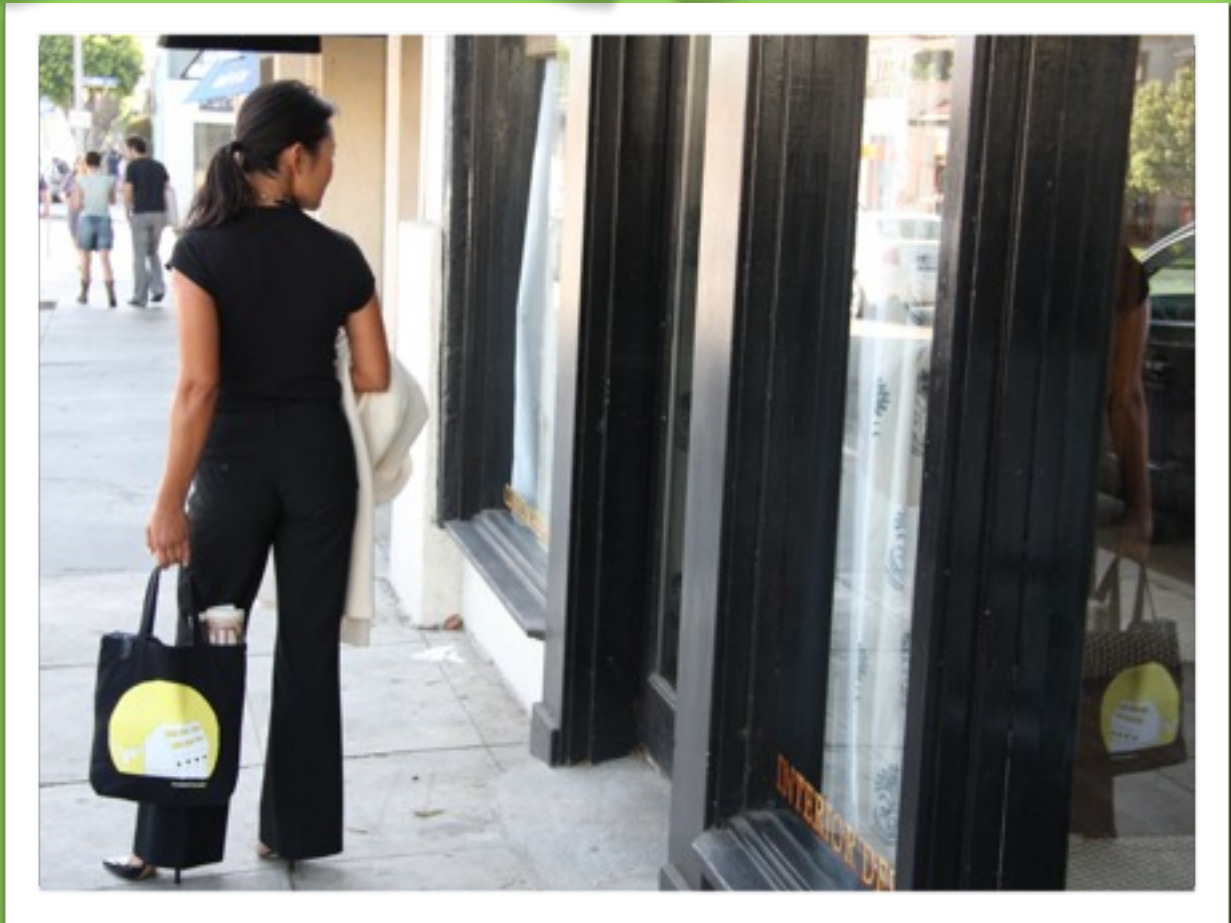
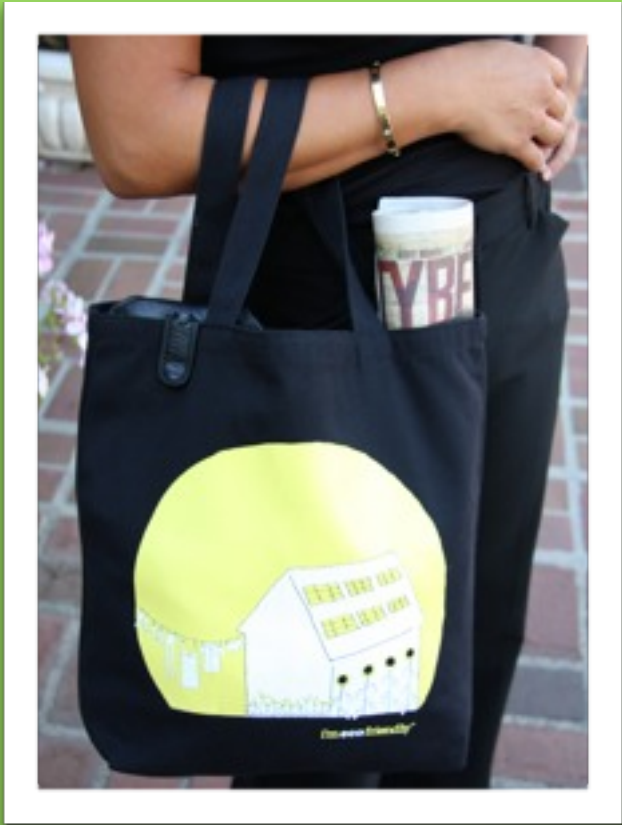
















MATERIALS WE USE:

Our totes are made exclusively of certified, organic cotton canvas. Coming soon, we will carry a new line of hemp & organic cotton blend.

All handles are sewn out of the same fabric and are tucked and folded under the top-hem. (no poly or cotton-web used)

Bags have two rows of stitching across the top for added strength and durability. We use a "French" hem at the top of each tote, which conceals the top seam and allows the top to lie flat. All side seams are concealed and non-protruding for a finely finished result.

Organic Cotton "ENERGIZED" Series

The black organic cotton canvas fabric used for our black totes, is colored using low-impact dyes, while following sustainable processes.



"Hydro" Tote – tall, in black

Style #: EZD-HYD-BK

Dim: 16 1/2" wide x 17" high x 6" g/d

Fabric: 10 oz. Organic Cotton Canvas (pre-shrunk)

Color: Black

Handle Length: 23"

Suggested Retail Price: \$29.99



"Wind" Tote – large, in black

Style #: EZD-WND-BK

Dimensions: 18" wide x 15" high x 5" g/d

Fabric: 10 oz. Organic Cotton Canvas (pre-shrunk)

Color: Black

Handle Length: 23"

Suggested Retail Price: \$28.99



"Solar" Tote – small, in black

Style #: EZD-SOL-BK

Dim: 13.25"w x 12.5 h x 4" g/d

Fabric: 10 oz. Organic Cotton Canvas (pre-shrunk)

Color: Black

Handle Length: 15"

Suggested Retail Price: \$19.99

Organic Cotton "TRANSPORTATION" Series

This luxurious certified Organic Cotton Duck textile has been dyed sustainably in these exciting new color hues we call "Avocado" & "Sweet Potato."



"Train" Tote - large, in avocado
Style #: TRNSP-TRAIN-AVC
Dim: 18" wide x 15" high x 5" g
Fabric: 10 oz. Organic Cotton Duck (preshrunk)
Color: Avocado
Handle Length: 23"
Suggested Retail Price: \$29.99



"Bike" Tote - Medium, in avocado
Style #: TRNSP-BIKE-AVC
Dim: 13.25"w x 14 h x 4" g/d
Fabric: 10 oz. Organic Cotton Duck (preshrunk)
Color: Avocado
Handle Length: 18"
Suggested Retail Price: \$21.99



"Train" Tote - Large, in sweet potato
Style #: TRNSP-TRAIN-SP
Dimensions: 18" wide x 15" high x 5" g
Fabric: 10 oz. Organic Cotton Duck (preshrunk)
Color: Sweet Potato
Handle Length: 23"
Suggested Retail Price: \$29.99



"Bike" Tote - Medium, in sweet potato
Style #: TRNSP-BIKE-SP
Dimensions: 13.25"w x 14 h x 4" g/d
Fabric: 10 oz. Organic Cotton Duck (preshrunk)
Color: Sweet Potato
Handle Length: 18"
Suggested Retail Price: \$21.99

Organic Cotton “MARKET” Series

Our products are made of 100% certified organic cotton that is grown, milled, woven and sewn in the U.S.A., under fair labor conditions.



“Recipe” Tote - tall, in natural
Style #: MKT-REC-NL
Dim: 16 1/2" wide x 17" high x 6" g/d
Fabric: 10 oz. Organic Cotton Canvas
Color: Natural
Handle Length: 23"
Suggested Retail Price: \$23.99



“Mandala” Tote - large, in natural
Style #: MKT-MAN-NL
Dimensions: 18" wide x 15" high x 5" g/d
Fabric: 10 oz. Organic Cotton Canvas
Color: Natural
Handle Length: 23"
Suggested Retail Price: \$22.99



“Pomegranate” Tote - small, in natural
Style #: MKT-POM-NL
Dim: 13.25"w x 12.5 h x 4" g/d
Fabric: 10 oz. Organic Cotton Canvas
Color: Natural
Handle Length: 15"
Suggested Retail Price: \$18.50



“Recipe” Tote – tall, in black
Style #: MKT-REC-BK
Dimensions: 16 1/2" wide x 17" high x 6" g/d
Fabric: 10 oz. Organic Cotton Canvas (pre-shrunk)
Color: Black
Handle Length: 23"
Suggested Retail Price: \$29.99



“Mandala” Tote – large, in black
Style #: MKT-MAN-BK
Dimensions: 18" wide x 15" high x 5" g
Fabric: 10 oz. Organic Cotton Canvas (preshrunk)
Color: Black
Handle Length: 23"
Suggested Retail Price: \$28.99



“Pomegranate” Tote – small, in black
Style #: MKT-POM-BK
Dimensions: 13.25"w x 12.5 h x 4" g/d
Fabric: 10 oz. Organic Cotton Canvas (preshrunk)
Color: Black
Handle Length: 15"
Suggested Retail Price: \$19.99

HOW WE MEASURE OUR TOTES:

The schematic on the right details the method by which we determine tote bag sizing.

With the bag lying flat, the **width** equals the distance across the top of the bag.

Tote **height** equals the distance from the top edge of the bag to the gusset edge.

The **gusset** (depth) size is the distance across the bottom.

The **handle** length is the distance from one end of each handle to the other.

 WIDTH

 GUSSET/DEPTH

 HEIGHT

 HANDLE LENGTH



WHY ORGANIC COTTON?

Conventional cotton is the second most pesticide-laden crop on the market, grown with some of the most hazardous pesticides available.

Organic agriculture protects the health of people and the planet by reducing the overall exposure to toxic chemicals from synthetic pesticides that can end up in the ground, air, water and food supply, and that are associated with health consequences, from asthma to cancer.

Because organic agriculture doesn't use toxic and persistent pesticides, choosing organic products is an easy way to help protect oneself.

MISSION STATEMENT:

i'm eco friendly® was created in order to fill the void that we found in the marketplace for tasteful, well-made reusable bag options that take both the environment and style, equally seriously. Our bags aspire to depart from the bland-color fabrics or designs and excite people into using them.

Our mission is to expand the use of reusable carryalls on a large scale, **across retail types** and without the sacrifice of convenience or style. Aside from our signature **i'm eco friendly®** tote lines that are versatile and can be used in a variety of settings we have our eye on slowing the flow of waste created by plastic and paper bags, by producing reusable bag options for restaurants as well as apparel stores.

Our vision is to be a “vertically green” company. One of the many ways we achieve this is by fulfilling most of our business needs employing vendors who also follow sustainable practices. This includes but is not limited to our web-hosting, printing, shipping & manufacturing choices.

Our belief is that “green” should be the norm, *not* the alternative. Now more than ever, “Neither paper, nor plastic” can be every shopper’s answer.

Our endeavor is to provide a reusable bag option for every taste; so bookmark us, link to us, and please tell your friends!

eco accessories for style-savvy, conscientious consumers!

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