

SLEEP SOUNDLY THIS RECYCLE WEEK

Contributed by Graeme - Brazen
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ECO BEDDING – RECYCLING WASTE INTO COMFORT

With June 2nd, 2008 marking the 5th annual Recycle Week, organisers WRAP (Waste & Resources Action Programme) are expecting this year’s event to be the biggest yet with a week of exciting, high profile activities focusing on the benefits of recycling.

With consumer groups estimating that we buy 13 billion plastic bottles of WATER alone in the UK each year, that is equal to about one bottle of mineral water per head of the population every fortnight. Of those, we recycle some three billion and throw away an incredible ten billion.*

A new bedding range by Comfy Quilts is addressing the problem of plastic and actually turning the UK’s waste into comfortable high quality bedding products with its ECO range.

The ECO pillow (RRP £22.00), ECO quilt (RRP 30.80) and ECO mattress cover (RRP - £25.40), are fantastic new green products from Comfy Quilts. Incorporating natural and recycled plastics, ECO creates bedding that is as gentle to the body as it is to the environment. Ideal for those wanting to reduce their impact on the environment, ECO is essential to green living and will ensure sweet ethical dreams.

The bedding provides maximum comfort and performance, with minimal environmental impact. The outer covers are ultra soft pure cotton fabric. The hollowfibre filling is made with 100% recycled polyester fibrefill made largely from recycled drinks bottles. Not only are ECO’s products fashioned out of eco-friendly materials but they are also soft, hypo-allergenic and washable at a convenient 30 degrees C. Even the packaging is ethical, made again from pure cotton fabric and designed to be reusable as a means of storage or transportation.

Jamie Moryoussef, Director of Comfy Quilts, comments:

“Green living is becoming an essential part of our modern lifestyle and is something we will see increase more and more over time. It’s a misconception that going green is difficult or even costly, millions of small changes can make a big difference in the larger picture – as illustrated through Earth Day.

“The ECO range can help people obtain their goal of green living through the simplicity of sleep and encourage the UK to review their lifestyles, making adjustments along the way to combat environmental dangers.”

For more information about the product or stockists visit www.ecobedding.co.uk or call 08708 031325.