



## ECOLUNCHBOX QUICK FACTS

- WHO:** ECOLunchbox®
- WHAT:** Sustainable Lunchware Manufacturer
- WHERE:** Lafayette, Calif. (SF Bay Area)
- PRODUCTS:** Stainless Steel ECOLunchbox Food Containers & Handmade Cotton Lunchbags with Napkins
- WEBSITE:** [ecolunchboxes.com](http://ecolunchboxes.com)
- CATALOG:** [ecolunchboxes.com/catalog](http://ecolunchboxes.com/catalog)
- PHOTOS**  
(For Download): [plus.google.com/+ECOlunchboxes/photos](https://plus.google.com/+ECOlunchboxes/photos)
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Instagram | [instagram.com/ecolunchbox](https://instagram.com/ecolunchbox) | @ecolunchbox
- Video:** Youtube | [youtube.com/user/ECOlunchboxes](https://youtube.com/user/ECOlunchboxes)





## WHY ECOLUNCHBOX?

### A Free Lunch with ECOLunchbox?

At ECOLunchbox, we have turned back the clock and used traditional materials to develop our unique lunch kits: stainless steel food containers packed in handmade cotton lunchbags.

### Why Does ECOLunchbox Avoid Plastics in its Lunchware?

Plastic is all around us. It's versatile, flexible, moisture resistant, durable, strong and relatively inexpensive. But the widespread use of plastic is causing environmental problems and there is growing concern about plastic's health risks, especially for children. Plastic should be used wisely, with caution and only when suitable alternatives do not exist or are not available.

When it comes to lunch, ECOLunchbox has developed a great alternative to plastic baggies, containers and padded lunch totes available at big box retailers. For more info about plastics safety:

[ecolunchboxes.com/perils-of-plastic/](http://ecolunchboxes.com/perils-of-plastic/)

### Your Fabrics Are Really Unique and Colorful! Can you Tell me More?

Our handmade lunchbags are sewn from hand block printed fabrics in India. Yes, artisans have carved blocks and they print fantastically colorful fabrics using artisan methods. We buy directly from the village artisans. Our cotton lunchbags and napkins, which are machine washable, are handmade in a mom-and-pop sewing shop in Mumbai, India.

## Where Are Your Stainless Steel Containers Made?

Our stainless steel ECOlunchbox containers are made in Thailand and India. They are fabricated from high-grade stainless steel and are dishwasher safe. Our contemporary Blue Water Bento containers are made in China.

## How Much Waste is Created During Lunchtime?

Did you know that the typical American family generates more than 4,000 pieces of trash each year unnecessarily through the simple act of eating lunch on the go? Reducing lunch waste can be easy, fashionable and fun with ECOlunchbox. For more info about our study: [ecolunchboxes.com/lunchstudy](http://ecolunchboxes.com/lunchstudy)

## Does ECOlunchbox measure its planet impact?

As a socially responsible company, ECOlunchbox's mission is to help people reduce their use and disposal of plastic food containers by providing non-toxic, plastic-free lunchboxes that are healthy for people and the planet. Together with our customers we've saved millions of pieces of trash from entering our landfills. Read more about our Planet Impact study here: [ecolunchboxes.com/planet-impact](http://ecolunchboxes.com/planet-impact)



MORE THAN  
**385,000**  
LUNCH BOXES  
SOLD  
& COUNTING



TENS OF MILLIONS  
PIECES OF TRASH  
**AVERTED**  
FROM LANDFILLS  
& THE OCEAN



WE ANNUALLY OFFSET  
THE **CO2** ←←  
EQUIVALENT OF  
**4.7 MILLION**  
LBS. OF COAL BURNED

## Company Information

ECOlunchbox began selling handmade cotton lunch bags and stainless steel food containers in 2008 at craft fairs and holiday boutiques. I'd been looking for lunchware for my children for several years and decided to design my own cotton lunchbag with napkins and pair it with stainless steel food containers.

Sitting down at the sewing machine to come up with something both my son and daughter would like, I designed a few different prototypes and tested them out on my kids and their friends. I decided that our original ECOlunchbag should be shaped like a traditional kraft paper bag and work as a backpack (for my son) and as a purse (for my daughter).

Hence, the original ECOlunchbag with 3 matching napkins was born. Our handmade bag is sewn from traditionally hand block printed fabrics made by artisans in India. A friend of mine had a Fulbright studying textiles in India. Through her connections I am able to buy the fabric direct from the artisan community.

The lunch bags come with matching napkins and are designed to be used with our stainless steel ECOlunchboxes. We call our kits "a free lunch," because they're waste free, lead-free, BPA-free, PVC-free and vinyl-free.

I started ECOlunchbox because I was tired of using so much plastic and concerned about its potential health effects on my family. And I couldn't stand to see so many plastic baggies, paper napkins, plastic forks, etc... thrown away at my kids' schools.

It seemed like every month or so there was a new warning about another kind of plastic to be avoided. It was (and still is!) impossible to know what types of plastics, vinyls and other man-made synthetics were safe. And which ones were not safe? So I developed our ECOlunchbags and ECOlunchboxes out of tried-and-true natural materials: cotton and steel. They're machine washable and dishwasher safe.

Another factor in our success is that families are realizing that packing a lunch can be healthy for people and the planet - *and* it can be very cost effective. Our lunch waste study showed that a typical family generates more than 4,000 pieces of trash unnecessarily and the packaging and pre-packaged foods end up costing them hundreds of dollars extra.

I hope you and your family enjoy using our lunchware. After all, it's healthy for people and the planet. What could taste better than that?



Enjoy,

*Sandra Ann Harris*

Sandra Harris  
Founder

## ECOLUNCHBOX RETAILERS



ecology center



AbesMarket.com



## DISTRIBUTORS



## REVIEWS & TESTEMONIALS

**Jessica Alba, actress & founder of The Honest Co.:** "We bring meals in a stainless steel bento ECOlunchbox, usually a sandwich and sliced fruit!"

**Beth Terry, author of Plastic-Free: How I Kicked the Plastic Habit:** "ECOlunchboxes are an important part of the plastic pollution solution. Instead of bringing our lunches in plastic lunch boxes that can leach toxic chemicals, we can choose stainless steel for school lunches, restaurant leftovers, take-out meals, and food storage."

**RetailMeNot, Trae Bodge:** "A fantastic all-in-one holder that is reminiscent of the traditional Japanese bento."

**Green Girls Global:** "A stylish alternative to the paper bag lunch, but only better."

**Food & Wine Magazine:** "These reusable carriers are good eco-alternatives to disposable bags."

**Valerie Coleman Morris, Former CNN business correspondent & author of "It's Your Money So Take It Personally®"** "ECOlunchbox is a healthy and smart choice for your family and wallet. Purchasing lunchtime reusables can save a family up to \$400 each year. That's a lot of green!"

**Lifetime Moms:** "Great for avoiding fast food runs on the road, or sending to school or the office everyday...an alternative to feel good about."

**Diablo Magazine:** "All around eco-friendly -- perfect for your kids at school or you at work."

**Tiger Beaudoin, founder of EcoBonus:** "ECOlunchbox is transforming the humble lunch into a vehicle for living sustainably...People can make a positive difference just by changing the way they pack their lunch."

### AS SEEN IN





## ECOlunchbox Lunch Waste Study

(Study also featured online at: [ecolunchboxes.com/lunchstudy](http://ecolunchboxes.com/lunchstudy))

The results of a new study by ECOLunchboxes.com show that the financial and environmental savings of switching to reusable lunchware tally in the hundreds of dollars and thousands of units of trash.

“There are multiple bottom lines here,” says Sandra Harris, president of ECOLunchboxes.com, a new San Francisco Bay Area green business. “When we green our lunches, the environment is a big winner for sure. But our pocketbooks can also win with reusable lunchware.”

Results of the ECOLunchbox Lunchbox Waste Study 2009 show that an average family spends nearly \$400 extra through the use of disposable lunchware and creates more than 4,000 trash units unnecessarily. (See below for specific calculations.)

Harris has designed the handmade “ECOlunchbag + 3 Matching Napkins” for children and adults. The colorful lunch bags are shaped like the kraft paper bags used for generations, but they’re machine washable, sewn from artisan block-printed cotton and can be carried as a backpack or hip bag.

“I was tired of using so much plastic and concerned about its potential health effects on my family,” explains Harris, a mother of two elementary-age children. “I decided to develop a lunch kit made from tried-and-true natural materials: cotton and steel.”

The lunch bags with napkins are for use with ECOLunchbox.com stainless steel food containers and bamboo sporks thereby eliminating the need for plastic baggies and other throw-aways.



GO WASTE FREE WITH  
**ECOLUNCHBOX**  
**AND SAVE**  
**\$435 EACH YEAR**  
**FOR YOUR FAMILY**



“When people stop to think about what they’re spending on lunch throw-aways, it surprises them,” Harris says. “When you look at the financial and environmental costs, it becomes obvious that switching to a litterless lunch like our ECOlunchbox Kit makes a lot of sense.”

For families that rely on throw-aways, Harris says it can be motivating to figure out how much they are spending when considering whether to buy reusable lunchware instead for back-to-school this year.

ECOlunchboxes.com calculates that a typical family with two children and one parent packing lunches uses about 9 plastic baggies daily (sandwich and two sides per person) at a cost of roughly 6 cents per Ziploc baggie, adding up to 54 cents spent daily on plastic baggies.

That adds up to about \$11 monthly and \$132 annually. Other “lunch math” to consider is the extra cost of paper napkins, disposable utensils and pre-packaged foods.

But plastic baggies are just the tip of the iceberg when it comes to the extra costs -- both financial and environmental -- associated with using throw-aways.

The results of a study by ECOlunchbox show that an average family using throw-aways and pre-packaged foods for lunch spends hundreds of dollars more each year than a family that buys food in bulk and packs lunches in reusable lunchware, such as the reusable and non-leaching ECO lunch box stainless steel food containers.

This “lunch math” calculation by ECOlunchbox assumes that the average family packing a traditional wasteful lunch would pack a lunch five times a week that includes a sandwich in a Ziploc baggie, one juice box, a yogurt cup with a plastic spoon, a snack pack of crackers and a paper napkin.

The ECOlunchbox’s study determined that one Vanity Fair brand napkin costs about 2 cents; one Safeway brand plastic spoon costs about 4 cents; 1 Minute Made 6.75-ounce apple juice box costs about 41 cents; 1 Yoplait 6-ounce yogurt cup costs about 70 cents; 1 Cheez-It snack pack costs about 37 cents; and, of course, each Ziploc baggie for a sandwich costs about 6 cents, which adds up to \$1.60 per day for all the throw-aways and pre-packaged items. The “lunch math” carries out to \$384 per person annually for these disposable items.

When this “lunch math” statistic is tripled to account for two children and one parent, the total costs of the throw-aways and pre-packaged foods amounts to \$1,152 annually -- not to mention the pile of trash generated by this diet. This family’s lunches amount to 6 units of trash per person daily. For the entire family, that amounts to 18 units of trash per day, 90 units per week, 360 units per month and finally amounting to an estimated 4,320 units of trash per year per family.

“It’s easy to see that families are spending hundreds of dollars on throw-away lunchware and food packaging annually and adding to our landfills tremendously in the process,” Harris says. “But it’s so easy to switch to reusable lunchware. Why not do it?”

According to the ECOlunchbox no-waste-lunch study, this family could save hundreds of dollars annually by purchasing juice, yogurt, apple sauce, crackers, and other snack items in bulk and packing reusable food containers.

The study shows that using a reusable, stainless steel ECO lunch box and matching yogurt cup to hold servings of yogurt, sandwiches, applesauce, or crackers bought in economy-size containers as well as packing ECOlunchbag cloth napkins, reusable bamboo utensils and reusable canteens would save nearly \$400 annually for a family this size.

And how much trash would this family eliminate by changing its lunch habits? This one family could reduce its trash footprint by an estimated 4,320 units by making the switch to reusable lunchware.

# LUNCH STUDY

## SAVE YOUR FAMILY \$450 A YEAR USING ECO-FRIENDLY REUSABLE LUNCHWARE

Lunch Items	Daily Cost	Annual Cost*	Daily Disposable Lunch Trash	Yearly Disposable Lunch Trash	Yearly Savings† By Going Waste-free
Plastic Sandwich Baggy	\$0.06 <i>per unit</i>	\$32.40	3 pieces	540 pieces	
Reusable Food Container	0	0	0	0	\$32.40 SAVINGS
Paper Napkin	\$0.02	\$10.80	3	540	
Reusable Napkin	0	0	0	0	\$10.80 SAVINGS
Plastic Spoon	\$0.04	\$21.60	3	540	
Reusable Utensil	0	0	0	0	\$21.60 SAVINGS
Juice Box	\$0.44 <i>per serving</i>	\$237.60	3	540	
Juice in Reusable Bottle	\$0.27	\$145.80	0	0	\$91.80 SAVINGS
Pre-packaged Yogurt	\$0.95	\$513.00	3	540	
Yogurt in Reusable Tin	\$0.60	\$324.00	0	0	\$189.00 SAVINGS
Pre-packaged Snack Mix	\$0.45	\$243.00	3	540	
Snack Mix in Reusable Tin	\$0.30	\$162.00	0	0	\$108.00 SAVINGS

**ELIMINATE THOUSANDS OF  
PIECES OF TRASH  
USING REUSABLE LUNCHWARE**

**18**  
Pieces of Trash  
per family **Every Day**

**3,240**  
Pieces of Trash  
per family **Every Year**

**\$453<sup>60</sup>**  
Savings  
per family **Every Year**

\* Annual is calculated at 180 days of packed lunches. This is the average length of a school year in the U.S. Family is calculated as 2 kids and 1 adult.  
† Cost savings is achieved by purchasing food in family size packages and packing lunch in reusable containers instead of using throw-aways and buying more expensive pre-packaged, single-serving juice, yogurt and dry snacks.

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