

## Press Release

11<sup>th</sup> January 2012

### **New bioplastic jewellery range at Green Rewards**

Green Rewards, the UK's leading eco rewards and e-commerce business, is continuing to make sustainable fashion fabulous by stocking jewellerys made from bioplastic.

Bioplastic jewellery came out of long research into sustainable solutions to replace fuel based plastic. Developed around a fruit based formula involving corn, potato and even tapioca; the jewellerys are entirely adapted to skin, completely natural, biodegradable and totally unique as each piece is hand crafted!



[Tapioca blue bracelet](#) - £22 or 8,800 Green Points



[Heart Earrings](#) - £9.00 or 3,600 Green Points

For more products in this range, please visit our Green Shop at  
<http://www.greenrewards.co.uk/products>.

# for sustainable living

**Notes to Editors:**

Green Rewards is a green and ethical online shop and rewards scheme that provides people with an easy and engaging way to lead a greener lifestyle and play their part in tackling climate change. The venture was set up by Graham Simmonds, former Chief Executive of the environmental charity Trees for Cities, whilst the radio and television personality, Neil Fox (who currently presents Magic FM's Breakfast Show) is involved as a director.

At [www.greenrewards.co.uk](http://www.greenrewards.co.uk) people can visit Our Green Shop where we have brought together over 1,000 eco products, gifts and experiences offering something for everyone – from bird feeders for the garden, energy saving devices for the house, toys for the kids, ethical fashion, green charity gifts and much, much more! Our Green Points can only be spent in Our Green Shop where everything has been rigorously vetted by an independent Sustainability Advisory Panel that includes some of the UK's leading figures covering carbon footprinting, ethical fashion, recycling and fair trade.

For more information, please call Sophie Wright on 020 7326 5055 or email her at <mailto:sophie.wright@greenrewards.co.uk>.

# for sustainable living

Green Rewards is a trading name of Green Leaning Limited  
Registered address: 8 Baden Place, Crosby Row, London SE1 1YW  
Registered in England and Wales under company no. 7490327