



## NEWS RELEASE

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### THE FIRST PLASTIC PAPER CLIP IN THE WORLD GETS A MAKEOVER!

*Baumgartens Plastiklips are Now Made of 40 Percent Recycled Materials*

**ATLANTA (April 18, 2011)** – Baumgartens, a family business that manufactures planet and people-friendly products, announces an updated, eco-conscious Plastiklips® that are now manufactured using 40 percent post-consumer waste.

“Redesigning products that contribute to making our world more sustainable and human-friendly is something Baumgartens values,” says David Baumgarten, vice president. “We introduced Plastiklips in the U.S. back in 1963 and have held various patents on this enduring product for nearly five decades. We are committed to improving all our products to support a sustainable and safe planet.”

Plastic is a versatile synthetic material that is widely integrated in human usage today. According to research, the U.S. alone produces 120 billion tons of plastic annually. Out of all this plastic, less than five percent are being recycled while much of it goes into landfills. Plastic takes up to 400 years to decompose and various forms of plastic represent 90 percent of the floating trash which contaminates water today.

Choosing Plastiklips offer one way to recycle and reuse plastic that would have otherwise gone into landfills and the ocean. The lightweight, plastic paper clips are a high quality product that comes in assorted colors and a variety of sizes. The acid-free clips are rustproof and will not tear or discolor paper, Great for color coding and safe for shredders and avoiding scratches on copiers and scanners, Plastiklips come in boxes made from 91 percent post-consumer waste.

#### **About Baumgartens**

Baumgartens is a woman-owned family business supplying unique, innovative products to the school, home, office and janitorial/sanitation market that make a difference to thousands of retailers and wholesalers across the U.S.A. Baumgartens successful environmental program, business paradigms, flexible programs and award-winning customer service are unrivaled in the office supply industry. The company supports American Forests® Global ReLeaf initiative, planting thousands of trees and offsetting hundreds of thousands of pounds of harmful greenhouse gasses. It aims to be 100 percent carbon neutral by 2015. For more information, visit our websites at [www.baumgartens.com](http://www.baumgartens.com) and [www.conservebrand.com](http://www.conservebrand.com).

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