



NEWS RELEASE

Friday, September 4, 2008

ecostore cleans up at the Sustainable Business Network Awards

Household and personal care products manufacturer ecostore was named ‘Sustainable Business of the Year’ at the Sustainable Business Network awards for the northern region last night.

ecostore uses sustainably sourced plant and mineral-based ingredients in its products, sold through supermarkets and health food stores in Australia and New Zealand, online and through its own shop in Auckland.

The company, founded in 1993, was the category winner for the ‘Large Business Trailblazer’ award and went on to scoop the top prize at the awards presentation in Auckland.

The judging panel was impressed by ecostore’s commitment to the environment and best social practices. It was also commended for the processes used to track the lifecycle of each product from design and manufacturing to use and disposal.

ecostore has succeeded in providing high quality, chemical-free, New Zealand-made products in a market typically driven by low prices and dominated by major multinational brands.

The Sustainable Business Network Awards recognise businesses that are demonstrating leadership by embracing innovation, sustainability and regenerative practices in their day-to-day operations.

Northern region winners for the 2009 Sustainable Business Network Awards are:

Category	Winner(s)
Sustainable Business of the Year	ecostore
Trailblazer – Large and Corporate	ecostore <i>Judges commendation: Sinclair Knight Merz</i>
Trailblazer - Small and Medium	Kokako Organic
Trailblazer – Not for Profit	Framework Trust
Emerging – Large and Corporate	Hayes Knight

	<i>Judges commendation: SATO New Zealand</i>
Emerging – Small and Medium	The Conference Centre
	<i>Judges commendation: Borderless Productions</i>
Sustainable Design & Innovation	LanzaTech

Northern region winners are now finalists in the national NZI Sustainable Business Network Awards, to be held in Auckland on Thursday, November 12.

Regional manager of the Sustainable Business Network's Northern office, David Clendon, is delighted with the achievements of these businesses that are going the extra mile to incorporate sustainability into their daily life.

"It's encouraging to see so many businesses taking leadership positions in the sustainability space.

"Congratulations to all of our winners – they are proof that a holistic approach is not only good for the environment, it's good for the bottom line as well, as these companies continually adapt and innovate to grasp the opportunities that exist even in tough economic times."

Entering the annual SBN awards requires businesses to participate in one of the following:

- The SBN's 'Get Sustainable Challenge', covering eight areas of sustainable business practice;
- Entering the Sustainable Design and Innovation Award that covers products, and services.

Ends

Notes to editors

- Judges' comments are included in the attached background document
- The judging panel was made up of: Michael Le Roy-Dyson (Fulton Hogan); Sophie Heighway (Downer EDI); Helen Tregidga (AUT Business School); Joanne McKay (Ministry for Environment); Andrew Withell (AUT Design School); Carthew Neal (Fumes TV); Michelle Dawson (EarthAngel); Manuel Seidel (KBS Solutions)
- High-resolution digital photographs of award winners will be available from David Clendon on Monday, September 7. See contact details below.

About the Sustainable Business Network (SBN)

The Sustainable Business Network represents more than 700 organisations throughout the country, ranging from SMEs and not-for-profits through to large businesses and corporations.

SBN promotes sustainable business practice through networking, practical advice and the development of resources and tools. It focuses on leading, promoting and facilitating practices and procedures that enhance economic prosperity, environmental quality, social equity and business ethics.

SBN runs the Get Sustainable Challenge, the GreenFleet programme (including tree-planting offsets), and hosts the annual Sustainable Business Network Awards. SBN has also developed the online assessment tool www.getsustonline.org.nz, and is co-producer of the www.greenlist.co.nz green directory.

For further information please contact

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About ecostore:

- As a leading manufacturer and marketer of sustainable household and personal care products, ecostore promotes the use of sustainable and safer alternatives to conventional everyday products
- Founded in 1993, the ecostore range is produced at an Enviro-Mark®NZ–Platinum certified manufacturing plant in Auckland
- Products are sold through supermarkets and health food stores in Australia, New Zealand and the US; online in Britain, Hong Kong, Korea; and via mail-order and through its own shop in Auckland
- Products are made in an Auckland factory and some manufacturing is contracted out.

More information can be found on the web: www.ecostore.co.nz

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