

Showcase Goes Green by Launching the Kyoto™ Line of Environmentally Friendly Products

Showcase, the world's largest brick and mortar retailer of "The Best of 'As Seen on TV' and More" has gone green and is doing its part to conserve energy and the environment by launching the Kyoto™ Environmental line of eco-friendly, safe and energy conscious products in all Showcase retail stores and online at www.ShopAtShowcase.com.

Brampton, Ontario (PRWeb) December 10, 2007 -- Showcase, the world's largest brick and mortar retailer of "The Best of 'As Seen on TV' and More" has gone green and is doing its part to conserve energy and the environment by launching the Kyoto™ Environmental line of eco-friendly, safe and energy conscious products in all Showcase retail stores and online at www.ShopAtShowcase.com.

"The biggest challenge facing the world today, and the issue that's most concerning to us is climate change and the environment," says Amin Jivraj, founder of Showcase. "People want to do their part, but they may feel that they don't know how or where to start. Kyoto™ products are designed to make everyday living easier and more convenient while at the same time helping keep the home environment green and energy friendly," adds Jivraj.

Each item featured in the Kyoto™ Environmental product line underwent the toughest testing conditions that the Showcase Institute has ever administered. Not only did each item have to meet specific performance and durability standards, they were also required to pass strict energy consumption levels as well.

"While each of the products in the Kyoto™ line is to be used for practical, everyday purposes, some items are truly unique and exclusive only to Kyoto™ and to Showcase," states Jivraj.

"For example, we have the Kyoto™ Staple Free Stapler, which fastens pages together without using metal staples. That may not seem like much, until you consider that over 1 billion pounds of staples end up in landfills every year.

"Then, we have Kyoto™ Mini Bulbs, which can save families over \$100 in year on their energy bills while providing up to 6,000 hours of light," says Jivraj.

Other items featured in the Kyoto™ Environmental product line include:

- Kyoto™ Air Pure: an all natural air purifier that only requires water to clean the air in the home
- Kyoto™ Revitalizing Concentrate: clean and organic scents to be used with in conjunction with the Kyoto Air Pure to add a touch of fragrance to the home
- Kyoto™ Eco Dry: eliminates the need to use -- and ultimately throw away -- dryer sheets

"Planet Earth is our most precious resource, and it's up to us -- as both corporate and private citizens -- to ensure that we preserve and protect the world around us. With Kyoto™ Environmental, we're pleased and proud to offer customers the products that give them the ability to do their part for the environment. It's truly a way for people to 'think globally and act locally'," says Jivraj.



For more information about the entire line of Kyoto™ Environmental products, visit any Showcase store location in Canada, or visit www.ShopAtShowcase.com.

ABOUT SHOWCASE

Showcase is world's largest brick and mortar retailer of "The Best of As Seen on TV and More!" Showcase offers the most fun, interactive, new, and unique products ever -- all in a retail environment where you can "try it before you buy it" -- we call it retail-tainment! Founded in 1994 with our first store in Edmonton, Alberta, Showcase is now coast-to-coast with 40 stores in major shopping malls across the country. And now, with www.ShopAtShowcase.com, customers can enjoy a fun, safe and interactive online shopping experience.

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