



ecoSmart®

GENESIS 
PRODUCTS & SERVICES, INC.
www.genesisproducts.com

Good For Your Brand.
Better For The Planet.





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Better For The Planet.



Through a partnership with **1% For The Planet**, one percent of sales of EcoSmart products will be donated to nonprofits dedicated to protecting the planet. Pretty cool, huh?

Introducing EcoSmart.[®] We think you're going to like it.

There are lots of reasons to choose eco-friendly products – corporate sustainability programs, reinforcing an eco-friendly brand, or simply because it's a better choice for the planet.

Whatever your reason, EcoSmart has all the best new eco-friendly styles, including products made from recycled materials and eco-friendly alternatives to stuff that's normally thrown away after one use – stuff like plastic forks, straws, grocery bags and zip-close baggies.

Choosing eco-friendly products is your way of making a difference.
And EcoSmart is our way of helping.



IT'S GOOD STUFF.

They're not just good for the planet. These are good products that are made to last.



BRANDS?

YEP, THEY'RE IN.

Retail brands are on board, with EcoSmart products from Parkland and FinalStraw™



MORE ECO-FRIENDLY.

NOT MORE EXPENSIVE.

You don't have to spend a lot to do a little bit of good.



This Paper?

It contains post-consumer fiber and was manufactured with renewable energy.

Yuck!

Hundreds of millions of straws are used – and immediately disposed of – around the world each year. Kinda leaves a bad taste in your mouth, no matter how much you enjoy sipping a cold drink.



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Reusable stainless steel straws are one way to keep all that plastic from ending up in landfills.

reusable straws



REUSABLE SILICONE STRAW KEYCHAIN | SM-6400

As Low As **\$1.99** [C]

Colors: Black, Blue, Gray, Orange, Red



FINALSTRAW | 1626-56

As Low As **\$24.50** [C]

Color: Gray

FinalStraw

A New Way To Sip



A lot of plastic straws end up in the ocean. So companies like Starbucks are phasing them out, and some cities are banning them altogether. It all means new demand for reusable straws.



REUSABLE STRETCHABLE STAINLESS STEEL STRAW | SM-6402

As Low As **\$2.85** [C]

Colors: Black, Blue, Gray, Lime, Orange, Red, White



REUSABLE STAINLESS STEEL STRAW SET WITH BRUSH | 1626-60

As Low As **\$3.98** [C]

Color: Silver



NEW REUSABLE STAINLESS STRAW 10 IN 1 SET | 1628-39

As Low As **\$7.98** [C]

Color: Silver

Prices subject to change.
Contact your sales rep for more information.

EcoSmart® 2019 | Reusable Straws

Math Problem

Plastic bags are used for just 12 minutes on average... but they can take up to 1,000 years to decompose. Do the math, and it all adds up to a big problem for the environment.



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The average reusable bag has a lifespan equal to more than 700 disposable plastic bags.

recycled
and organic



**RECYCLED COTTON CONVENTION
TOTE | 7901-06**

As Low As **\$2.48** (C)

Color: Multicolored



**RECYCLED 5 OZ. COTTON
Twill TOTE | SM-5830**

As Low As **\$1.79** (C)

Colors: Blue, Natural, Red



**6 OZ. ORGANIC COTTON CANVAS
CARRY-ALL TOTE | 7901-05**

As Low As **\$8.18** (C)

Color: Natural



Eggs, Milk, Cotton Tote

Heading to the supermarket?
Don't forget your shopping
list and cotton tote.



recycled and organic



NEW RECYCLED 4 OZ. COTTON DRAWSTRING BAG | SM-5894

As Low As \$2.69 (C)

Color: Natural



NEW RECYCLED COTTON DRAWSTRING BAG | 3001-72

As Low As \$8.98 (C)

Color: Natural



ARCHES RECYCLED PET DRAWSTRING SPORTSPACK | 3005-80

As Low As \$9.98 (C)

Color: Black



TEMPO 100% RECYCLED PET SLING BACKPACK | 3004-65

As Low As \$10.98 (C)

Color: Black

recycled
and organic



**RECYCLED COTTON POUCH -
MULTICOLORED** | 8700-08

As Low As **\$3.48** (C)

Color: Multicolored



**RECYCLED 5 OZ. COTTON
TWILL POUCH** | SM-9935

As Low As **\$1.99** (C)

Colors: Blue, Natural, Red



recycled and organic

Cycle Collection - Made With Recycled Plastic At Prices You'll Love



NEW CYCLE RECYCLED DRAWSTRING BAG | SM-5893

As Low As \$6.29 (C)

Color: Graphite



NEW CYCLE RECYCLED BACKPACK | SM-5869

As Low As \$8.99 (C)

Color: Graphite



NEW CYCLE RECYCLED CONVENTION TOTE | SM-5761

As Low As \$6.99 (C)

Color: Graphite

recycled
and organic



Reclaim Collection - Retail Looks Made With Recycled Plastic



NEW RECLAIM RECYCLED 15" COMPUTER BACKPACK | 3001-70

As Low As \$17.98 (c)

Color: Graphite



NEW RECLAIM RECYCLED SPORT DUFFEL | 3450-54

As Low As \$13.98 (c)

Color: Graphite



NEW RECLAIM RECYCLED DRAWSTRING BAG | 3001-71

As Low As \$8.98 (c)

Color: Graphite



NEW RECLAIM RECYCLED ZIPPERED TOTE | 3450-71

As Low As \$8.48 (c)

Color: Graphite

Prices subject to change.
Contact your sales rep for more information.

EcoSmart® 2019 | Recycled and Organic

Waste Deep

38 million disposable water bottles pile up in U.S. landfills each year. If that sounds like a lot of plastic waste to you, well, we agree.



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Plastic bottles can be shredded, melted and spun into yarn that's used to make everything from backpacks to jackets.



Bags Made From Recycled Bottles



NEW PARKLAND BOBBY HIP PACK | 7275-06

As Low As \$21.98 (C)
Colors: Black, Blue Bird



PARKLAND HIGHFIELD TRAVEL POUCH | 7275-01

As Low As \$15.48 (C)
Colors: Black, Blue Bird, Decco

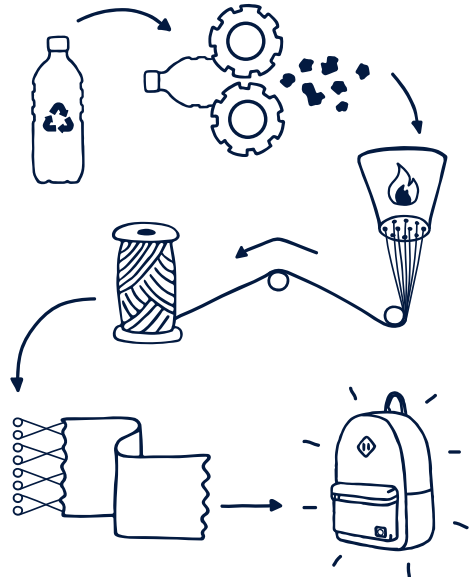


NEW PARKLAND FRACTION TRAVEL POUCH | 7275-09

As Low As \$14.98 (C)
Colors: Black, Blue Bird



The exterior fabric of every Parkland bag is made with 100% recycled water bottles.





Bags Made From Recycled Bottles



PARKLAND FAIRVIEW ZIPPERED COMPUTER TOTE | 8400-22

As Low As **\$47.98** (C)

Color: Black



NEW PARKLAND RODEO LUNCH BAG | 7275-08

As Low As **\$24.98** (C)

Colors: Black, Blue Bird, Crater



NEW PARKLAND VALLEY TRAVEL KIT | 7275-07

As Low As **\$21.98** (C)

Colors: Black, Blue Bird



NEW PARKLAND RIO MINI BACKPACK | 7275-13

As Low As **\$39.98** (C)

Color: Black





Bags Made From Recycled Bottles



PARKLAND PEAK 21.5" DUFFEL | 8400-21

As Low As \$49.98 (C)

Colors: Black, Navy



NEW PARKLAND SCRIPT MESSENGER BAG | 7275-14

As Low As \$59.98 (C)

Color: Skyline



PARKLAND LOOKOUT 18.5" DUFFEL | 8400-20

As Low As \$29.98 (C)

Colors: Blue/Natural, Gray/Black





Bags Made From Recycled Bottles



NEW PARKLAND RIDER DRAWSTRING BAG | 7275-12

As Low As **\$19.98** (C)

Colors: Black, Royal



NEW PARKLAND KINGSTON BACKPACK | 7275-10

As Low As **\$49.98** (C)

Colors: Black, Navy, Red, Skyline



PARKLAND VINTAGE 13" COMPUTER BACKPACK | 7275-03

As Low As **\$39.98** (C)

Colors: Army Green, Black, Glacier, Navy



Bags Made From Recycled Bottles



PARKLAND KINGSTON PLUS 15" COMPUTER BACKPACK | 7275-04

As Low As **\$59.98** (c)

Colors: Army Green, Asphalt, Black, Skyline



PARKLAND WESTPORT 15" COMPUTER BACKPACK | 7275-02

As Low As **\$54.98** (c)

Colors: Army Green, Black, Maroon, Skyline



PARKLAND ACADEMY 15" COMPUTER BACKPACK | 7275-05

As Low As **\$59.98** (c)

Colors: Asphalt, Black, Blue Stone



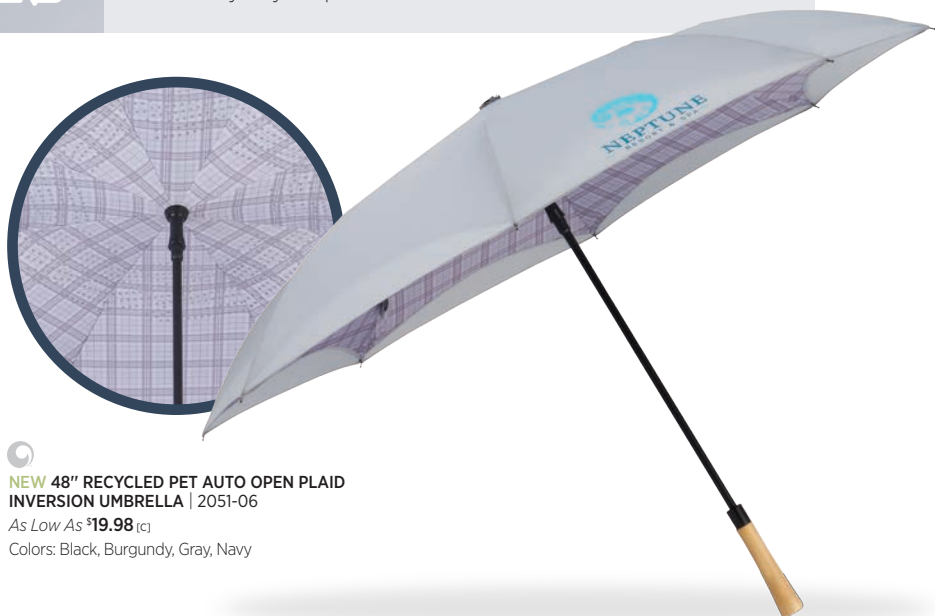


umbrellas



Eco Word To Know

POLYETHYLENE TEREPHTHALATE – Yeah, it's a mouthful, which is why it's known as PET for short. But all you need to know is it's the most widely recycled plastic in the world.



NEW 48" RECYCLED PET AUTO OPEN PLAID INVERSION UMBRELLA | 2051-06

As Low As \$19.98 (C)

Colors: Black, Burgundy, Gray, Navy



NEW 48" RECYCLED PET AUTO OPEN FASHION UMBRELLA | 2051-10

As Low As \$9.98 (C)

Colors: Black, Lime, Red, Royal



NEW 42" RECYCLED PET AUTO OPEN/CLOSE FOLDING UMBRELLA | 2051-11

As Low As \$12.98 (C)

Colors: Black, Lime, Red, Royal




NEW 42" RECYCLED PET AUTO OPEN PLAID FOLDING UMBRELLA | 2051-07


As Low As \$12.98 (C)

Colors: Black, Burgundy, Gray, Navy

food storage and housewares



 **NEW BAMBOO FIBER LUNCH BOX
WITH CUTTING BOARD LID** | 1033-93
As Low As **\$8.98** (C)
Colors: Beige, Black, Gray

 **PLASTIC AND WHEAT STRAW
LUNCH BOX CONTAINER** | 1033-61
As Low As **\$4.98** (C)
Colors: Black, Blue, Lime



5 Best Things About Bamboo

1. 100% biodegradable
2. Solid and durable
3. Highly renewable – grows several feet in 24 hours
4. Requires no pesticides to grow
5. Requires 30% less water to grow
6. *Bonus fact: It looks pretty nice too!*



 **RECLAIM RECYCLED 4 CAN
LUNCH COOLER** | 2160-28
As Low As **\$5.98** (C)
Color: Graphite



 **NEW BAMBOO FIBER
CUTLERY SET** | 1033-94
As Low As **\$3.98** (C)
Colors: Beige, Black, Gray



pens



So, What's Wheat Straw?

It's the rigid stalk left over after wheat grains are harvested. So instead of going to waste, it's durable enough to be used as the barrel of a pen.



NEW RECYCLED PET NASH BALLPOINT | SM-4406

As Low As \$0.49 [C]

Colors: Black, Blue, Red



PLANET BALLPOINT PEN-STYLUS | SM-4834

As Low As \$0.49 [C]

Colors: Black, Lime, Royal



NEW WHEAT STRAW NASH BALLPOINT | SM-4108

As Low As \$0.45 [C]

Colors: Black, Blue, Green, Red, White



5" X 7" ECO SPIRAL NOTEBOOK WITH PEN | SM-3468

As Low As **\$1.99** [C]

Colors: Black, Blue, Green, Orange, Red



5" X 4" RECYCLED SPIRAL JOTTER WITH PEN | SM-3429

As Low As **\$1.29** [C]

Colors: Natural w/ Black Trim, Natural w/
Blue Trim, Natural w/ Green Trim, Natural
w/ Orange Trim, Natural w/ Red Trim



EVOLUTION RECYCLED SPIRAL JOURNALBOOK™ | 2230-07

As Low As **\$4.68** [C]

Colors: Black, Royal



EVOLUTION LARGE RECYCLED SPIRAL JOURNALBOOK™ | 2230-09

As Low As **\$6.98** [C]

Color: Black



RECYCLED CARDBOARD SPIRAL JOURNALBOOK™ | 4060-06

As Low As **\$6.28** [C]

Color: Natural



stationery



**NEW 5" X 7" RECYCLED COTTON
BOUND NOTEBOOKS | SM-3556**

As Low As \$**2.49** [c]

Colors: Blue, Natural, Red



**3" X 5" RECYCLED MINI POCKET
NOTEBOOK | SM-3482**

As Low As \$**1.29** [c]

Colors: Blue, Natural



**5" X 7" RECYCLED POCKET
NOTEBOOK | SM-3484**

As Low As \$**1.59** [c]

Colors: Black, Blue, Natural



**5.5" X 7" ECO PERFECT BOUND
NOTEBOOK W/ PEN | SM-3448**

As Low As \$**3.49** [c]

Colors: Black, Blue



5.5" X 8.5" SNAP LARGE ECO NOTEBOOK | SM-3489

As Low As **\$2.89** [c]

Color: Natural



ECO COLOR BOUND JOURNALBOOK™ | 2800-41

As Low As **\$5.98** [c]

Colors: Blue, Orange, Red, Turquoise, White



RECYCLED AMBASSADOR BOUND JOURNALBOOK™ | 1921-12

As Low As **\$5.98** [c]

Color: Natural



NEW BERKELEY RPET BOUND JOURNALBOOK | 2800-56

As Low As **\$8.98** [c]

Color: Gray



ECO COLOR BOUND JOURNALBOOK BUNDLE SET | 7200-40

As Low As **\$6.48** [c]

Colors: Blue, Orange, Red, Turquoise, White

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Contact your Genesis Sales Rep for more info
1-800-637-0587