



## Zak Helping Kids Develop Eco-Friendly Habits with New BTS Line

Spokane, WA (June 15, 2011) – Zak Designs has always been committed to developing back-to-school mealtime products that were functional, durable, and fun. For 2011, however, Zak is adding another important feature to its back-to-school line – eco-friendly.

Zak's 2011 back-to-school products are designed to empower children across the country to be more environmentally responsible and develop eco-conscious habits that can last a lifetime. Not only do they provide children with all the products they need to pack a waste-free lunch every day, but many of the products themselves are made from recycled materials.

As part of the new eco-friendly back-to-school offering, Zak is launching a new type of lunch bag and reusable sandwich and snack sak. The ZakDuraSak™ lunch bag is available in a variety of shapes and sizes, but all of them are made from at least 40% recycled material. These bags are lightweight and fold flat for easy packing, but they're also durable enough for everyday and insulated to help keep food fresh. The reusable ZakSammySak™ is made from at least 70% recycled material. Its large size is perfect for sandwiches or snacks, and because it's dishwasher safe, it's easy to clean and use again and again.

Zak is also releasing a wide selection of new hydration products to help kids quench their thirsts without adding more disposable bottles to landfills. The new water bottles are available in an assortment of sizes and types – including new stainless steel and Tritan™ options – and they are all BPA-Free.

Zak is also trying to help children get rid of disposable baggies by introducing a new line of sandwich and snack containers. From the Optix food storage containers with cool 3D graphics to the innovative ChillPak™ containers that feature re-freezable packs to help food stay cooler longer, Zak's new food storage products keep food fresh without creating waste.

Of course, all of Zak's new back-to-school products still feature the hottest licenses and coolest characters available. Because developing good habits is a lot easier to do when it's fun.

###

*Headquartered in Spokane, Wash., Zak is the leading manufacturer of licensed children's dinnerware. The global company is also a top producer of trend-focused everyday tableware and eating-on-the-go products. Whether it's for children, or the whole family, Zak makes mealtime fun. More information is available at [www.zak.com](http://www.zak.com).*