



More than just a clothes peg

Bizarrely enough, the humble clothes peg has quite a following, from the early years in Hollywood to the bawdy world of bondage; clothes pegs have been re-invented countless times over the course of their history.

They have been collected, exhibited in national and international museums, been the subject of US federal law, the object of monuments and the livelihood of millions. And now one company – *Eco Force* - has taken the honest clothes peg one step closer to perfection.

Not only can you save on your energy bill by pegging your washing out this summer as using a tumble dryer for every wash, could cost more than £70 a year - you can also reduce your impact on the Globe. Every use of a tumble dryer generates some 1.5kg of carbon dioxide, 140kg of CO₂ a year.

But this is not all; there are three things that make the *Eco Force* clothes pegs unique:

They are made from a revolutionary molding process meaning that there are no springs or separate parts to fly off and cause injury – there were over 400 recorded hospital cases related specifically to conventional clothes pegs in the UK last year. They won't discolour clothes as wooden pegs can, nor are there any metal parts to rust.

But perhaps most importantly, they are made from 100% recycled plastic and as such they just make plain common sense.

Daniel Neumann of Eco Force explains: "It seems ludicrous that so many general everyday items are manufactured from virgin plastics and other materials at great cost to our environment when in so many instances it is entirely unnecessary. A clothes peg is just the start. At Eco Force we are dedicated to bringing to the general public a range of affordable, usable everyday products that work that are manufactured from recycled materials."

Eco Force has launched its 100% recycled clothes peg this summer (available nationally in Tesco) with recycled bag grips and a dishwashing "eco sponge" to be added to the range in the autumn. Other practical recycled products will follow in 2009.

ENDs

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