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The Reduce™ Smash Can™ Trash Compactor Wins IDEA® Silver Design Award

Smash Can Compacts 2x Household Garbage, Using Less Bags and Resources

Atlanta, GA, June 24, 2010—The Reduce™ Smash Can™ trash can, that compacts two times the household garbage, has won an IDEA® Silver Design Award in the Home Living Category for its unique problem solving ability and distinct design. The IDEA® (International Design Excellence Award) competition, sponsored by the Industrial Design Society of America, attracted 1691 entrants; 403 went on to win Gold, Silver or Bronze awards.

Unveiled in 2009 under the Reduce brand of eco-friendly household products, the Smash Can is a heavy duty 10.5 gallon stainless steel trash can with an easy-to-use compacting disk built into the lid. Consumers push down on the lid handle to compact their garbage, without exposure to harmful bacteria.



"The Smash Can is a sanitary solution to the common household problem of pushing down the garbage to make more room in the bag," said Ken Kreafler, CEO of Base Brands.

"It typically cuts the average consumers garbage output in half—instead of four garbage bags per week, you'll probably generate about two with the Smash Can. Consumers will use fewer bags, make less trash runs, which saves time, money and resources," Kreafler continued.

The Smash Can requires no plugs or batteries and uses standard trash bags. The easy-step foot pedal and flip-top lid make it convenient to use in a variety of settings--home, office, school. The can is available at Container Stores nationwide, select Bed, Bath and Beyond stores and a variety of online retailers.

Base Brands will be showing the award-winning Reduce Smash Can, along with its new Reduce™ Hybrid™ 2-in-1 Insulated Beverage Container and Wild Bamboo™ 100% crushed bamboo kitchen products, at the Atlanta

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International Gift and Home Furnishings Market, July 14-21, booth #2-1811 and at the California Gift Show, July 16-19, booth #1324.

Award winners will be featured in the July/August issue of Fast Company (<http://www.fastcompany.com>) and on the IDSA website (<http://www.idsa.org/>).

About Base Brands

Founded in Atlanta in 2005, Base Brands (<http://www.basebrands.com>) is a fast growing company that invents creative, practical products to make life easier for a variety of consumer lifestyles. Including innovative and eco-friendly homeware, kitchenware, food storage containers and pet gear, the company's inventions continuously challenge category standards with solutions that fill distinct unmet consumer needs. A prime example is the popular Reduce™ WaterWeek™ line of attractive refillable water bottles that sits in a handy fridge tray designed to promote grab-and-go consumption and eliminate the need for wasteful disposable water bottles. The company also makes Pet Trek™, a line of convenience gear for active pets and their owners. Due to steady sales growth, the company has recently relocated to a larger location at 400 Technology Court SE, Suite E, Atlanta, GA 30082. Follow Reduce eco-friendly products on Facebook at <http://www.facebook.com/reduceeveryday>. Visit www.reduceeveryday.com for more information.

About IDEA

The IDEA® (International Design Excellence Awards) (<http://www.idsa.org/>) program is the premier international competition honoring design excellence in products, eco-design, interaction design, packaging, strategy, research and concepts. Entries are invited from designers, students and companies worldwide. Winning entries receive coverage in hundreds of print and broadcast media networks around the world. IDSA has been honoring design excellence via the IDEA Awards since 1980. IDEA was formerly known as the Industrial Design Excellence Awards.

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