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The Reduce™ Smash Can™ Trash Compactor Is Finalist in IDEA Design Competition

Smash Can Compacts 2x Household Garbage, Unlike Any Other Trash Can

Atlanta, GA, March 31, 2010—The Reduce™ Smash Can™, a one-of-a-kind trash compactor that compacts two times the household garbage, has earned a place as a finalist in the IDEA® (International Design Excellence) competition, sponsored by the Industrial Design Society of America. The Smash Can, chosen as one of only 24% of the total 1651 entrants, is part of the Reduce line of eco-friendly housewares.

Introduced in 2009, 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 exposing themselves to harmful bacteria.



"The Smash Can is a sanitary solution to the common problem—pushing down the garbage to make more room in the bag," said Ken Kreafile, CEO of Base Brands. "We have found that if you typically produce about four garbage bags per week, then you'll produce about two with the Smash Can. You'll use fewer bags, make less trash runs, which saves time, money and resources," Kreafile continued.

The Smash Can requires no plugs or batteries and fits 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 and a variety of online retailers.

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Category finalists who exemplify the key principles of design excellence will be selected by a jury of design experts to receive either Gold, Silver or Bronze awards, along with other select awards. The IDEA award winners will be notified the week of April 19th.

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 shelf tray designed to promote grab-and-go consumption and eliminate the need for wasteful disposable water bottles. Other brands include TANK™, a line of rugged, insulated mugs and containers, and Pet Trek™, a line of convenience gear for active pets and their owners. Follow Reduce eco-friendly products on Facebook at <http://www.facebook.com/pages/Atlanta/Reduce/134503572113?ref=ts#/pages/Atlanta/Reduce/134503572113?ref=ts>. Visit www.reduceeveryday.com for more information.

About IDEA

The IDEA® (International Design Excellence Awards) 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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