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**IN2GREEN RECEIVES TOP RECOGNITION IN 2016 ICON HONORS**

*The sustainable textile brand wins highest recognition for product innovation with its indoor/outdoor collection of polyester throws made exclusively from recycled plastic bottles*

**HASTINGS ON HUDSON, NY** (July 15, 2016)—[In2green](http://www.in2green.com), a leader in luxury sustainable home goods and accessories, received top recognition in the home and gift industry winning the coveted Icon Honor for Innovation. Hailed as the most anticipated and important night in the home and gift industry, [Icon Honors](http://www.iconhonors.com/) took place Thursday, July 14 and was produced by AmericasMart Atlanta, in exclusive partnership with the Gift & Home Trade Association (GHTA) and Progressive Business Media and in affiliation with Gift For Life.

In2green was recognized for its [recycled polyester knit fabric](http://blog.in2green.com/new-outdoor-throws-our-own-innovation), which is used to create its [indoor/outdoor throw collection](http://www.in2green.com/collections/indoor-outdoor). Launched at the end of 2015 and made in America, this unique polyester is manufactured with recycled yarns exclusively made from post-consumer plastic bottles. Approximately 78 plastic bottles are used to create a 48”x60” eco-luxury throw and In2green is on track to recycle more than 100,000 bottles by the end of this year. This conscious manufacturing process offsets the need for crude oil and in turn, conserves precious natural resources and energy.

“In2green is a true innovator within the home and gift industry, pushing the envelope with domestic up-cycling manufacturing processes,” notes George Kacic, AmericasMart executive vice president for retail sales. “The recycled polyester throws set the standard for innovation in design and we are pleased to honor the creative vision of its founders Lori Slater and Stefanie Zeldin.”

The benefits of In2green’s recycled polyester fabric match its sustainability with fade resistant and quick drying capabilities— perfect for indoor/outdoor living. For added innovation, each throw is carefully crafted with a soft eco jacquard knit and color-rich modern graphics, design features new to the market for outdoor accessories.

“We have a passion for design and a steadfast commitment to creating luxury, sustainable products made in the U.S.A.,” said Stefanie Zeldin, co-founder, In2green. “Receiving the Icon Honors award further supports our eco efforts and for that we are extremely grateful.”

In addition to In2green’s recycled polyester throws, the brand offers an extensive collection of recycled cotton throws and knit accessories. National retailers as well as numerous specialty boutiques across the country carry In2green products. In2green also serves the hospitality and corporate gift markets with its complete collection available for custom orders.

“Only a handful of companies in the country offer custom colors and designs at small quantities,” said Lori Slater, co-founder, In2green. “Our retailers love the fact that they can distinguish themselves with one-of-a-kind products and become a partner in the innovation of sustainable products.”

In2green, established in 2006, is a women-owned pioneer in the USA maker movement, specializing in eco products. Co-founders Lori Slater and Stefanie Zeldin have more than 20 years of experience in interior design and eco textile manufacturing. As In2green continues to research and develop product advancements within the eco-luxury market, they also continue to promote green jobs and “American-made" manufacturing opportunities.

**Icon Honor Video:** <https://www.youtube.com/watch?v=1g34EqLyH4M>

**Link to in2green story:** <https://www.in2green.com/pages/our-story>



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