



Canadian firm launches sustainable alternative to wire and plastic clothes hangers

‘the smart hanger inspired by a suggestion from a six year old

Toronto, Ontario -- Sept 14, 2009 -- Toronto-based media hook, today announced the launch of the *smart hanger*, a Canadian-made, paper-based (FSC approved) clothes hanger made from 100% recycled material, including 90% post-consumer content. The *smart hanger* is an attractive, environmentally sustainable alternative to imported, energy-intensive, non-recyclable wire and plastic hangers.

“I am proud to announce the launch of the smart hanger” said Leigh Meadows, the product designer and the CEO of media hook. “Canadian businesses are looking for exciting, functional, green, Canadian-made products and the smart hanger is all of those things. It solves a practical problem and it carries a message of social responsibility.”

Dry cleaners, retailers and individuals who use the smart hanger are choosing an attractive environmental solution to clothes hanging and display. It is functionally superior and aesthetically more pleasing than wire hangers and completely recyclable, with the potential to divert hundreds of tons of material from the solid waste stream. Other paperboard hangers do not meet recycling standards, and along with more than 90% of wire hangers -about 300 million wire hangers a year - clog landfills across Canada.

Designed with about two square feet of messaging space on the standard design, the *smart hanger* offers advertisers and cause-related marketers the opportunity to support the transition to an environmentally friendly product while benefiting from creative, low-priced messaging space. It is an ideal vehicle for socially responsible advertising and educational messaging to reach targeted adult audiences and communities.

Meadows credits her six year old son Jacob with the original idea and her subsequent commitment to bringing the smart hanger to market: “Jacob caught me throwing out a bunch of tangled wire hangers and after reminding me about the importance of recycling, he suggested it would be better to make clothes hangers out of paper so that they could be completely recycled. The idea just stuck with me and it’s become a commitment to my son,” said Meadows. “the smart hanger is a small, simple step to improve the environment, but I truly believe that small steps can add up to big change in the future. That matters to me and it matters to Jacob.”



The *smart hanger* has the support and business involvement of Pearce Wellwood Inc., one of Canada's premier corrugated display designers and manufacturers. "We have more than 35 years experience manufacturing customized paper products for the Canadian market and this is one of the best ideas we've come across" said Warren Pearce, Managing Director. "the smart hanger is an innovative and sustainable product that will create jobs for Canadians. Working with Leigh Meadows and the media hook design team to provide the environmental alternative to metal hangers is a perfect fit. We're hooked on the environment."

About media hook

Established by Leigh Meadows, a successful business owner, media hook is a Canadian business that combines innovative design, environmentally and socially responsible production, and creative marketing to produce high quality, made in Canada products with a smaller environmental footprint.

About Pearce Wellwood

Pearce Wellwood Inc., established in 1974, is a leading manufacturer of corrugated and paper products in Canada. It brings a strong design team, years of experience in marketing and promotions and state of the art production facilities to support the manufacture and distribution of the *smart hanger*.

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