

# Eco- and Upcycling-Market

Marketplace for sustainable and ecological products



*For immediate release*

## **Eco- and Upcycling-Market celebrates first anniversary**

***The online marketplace for organic and sustainable products has established itself as a platform for green consumer products***

**Cologne, 24 October 2013** – Eco- and Upcycling-Market celebrates its birthday. One year ago, the online marketplace for ecological and sustainable products has put up with a fresh concept to offer consumers an alternative for green shopping.

"We address people who want to re-use existing resources in a sensible way instead of discarding" says Annette Husmann, owner of Eco- and Upcycling-Market. "Our product range is varied, ranging from eco and organic products to upcycling products for household, residential, fashion and daily life."

### **Focus on upcycling products**

Husmann is particularly fascinated by the idea of upcycling – to create from used materials and objects something new and useful using creative ideas - and from the beginning has laid the emphasis on upcycling products. The success in the first year of the new online marketplace is her right.

The Eco- and Upcycling-Market was recently cooperation partner of the "ökoRausch" Festival for design and sustainability in Cologne. For Husmann the cooperation had a special significance, as she was inspired with the idea for the Eco- and Upcycling-Market by visiting the ökoRausch festival in 2011. Furthermore, Eco- and Upcycling-Market was partner of the Ecostyle fair, which was organized in the summer of 2013 by Messe Frankfurt.

The success of the first year of the marketplace encourages Husmann to tackle other goals. "We will continue to expand the product diversity in the near future and admit new providers to the marketplace," Annette Husmann announces. "Further cooperations with partners and fairs that are dedicated to the theme of sustainability are also planned."

### **Blog informs about sustainability**

Just in time for the first anniversary Eco- and Upcycling-Market presents its blog, which will include not only reports on environmental and sustainable products but also interviews and portraits of manufacturers and suppliers. "Our aim is to inform readers about upcycling and sustainability rather than to missionize," says Husmann. The [first blog post](#) explains the idea of upcycling and what the benefits of upcycling products are.

### **About Eco- and Upcycling-Market**

Eco- and Upcycling Market is an international, bilingual online marketplace for sustainable and ecological products, that combines upcycling, design and sustainability on one platform. Founded in 2012 Eco- and Upcycling Market with the aim to encourage environmental, ethical and socially responsible consumption. Consumers can choose from a wide range of products on Eco- and Upcycling Market – both in German and English. Every single provider has its own online shop. For more information : [www.upcycling-markt.com](http://www.upcycling-markt.com)

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