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trends in branding + promotion | **EcoSmart®**

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inkwellusa.com  
844-944-3000

The ecoSmart logo, featuring a white stylized leaf icon to the left of the word 'ecoSmart' in a lowercase, sans-serif font, with a registered trademark symbol (®) to the right.

## inside

- 70+ Eco-Friendly Styles
- Sustainable Apparel
- Retail Brands
- And Lots More!





ecoSmart®

## Good For Your Brand. Better For The Planet.

Choosing sustainable products is your way of making a difference. EcoSmart® is our way of helping.



### **Seriously Stylish Stuff**

EcoSmart® products have a look you'll love. Sustainability just makes them even better.



### **Brands? Yep, They're In.**

Retail brands are on board, with EcoSmart® products from Camelbak®, Parkland and FinalStraw.™



### **More Eco-Friendly. Not More Expensive.**

Budget-priced options mean you don't have to spend a lot to do a little bit of good.



One percent.  
Twice as much good.



You're doing your part, and we want to do ours. That's why we've partnered with 1% For The Planet, donating one percent of EcoSmart® sales to environmental nonprofits – which means by choosing EcoSmart®, you're helping the planet in more ways than one.



**Clean Water For Life**

Well Aware builds clean water systems in eastern areas of Africa, lowering disease rates, improving classroom attendance, and providing water for distribution and agriculture.

[wellawareworld.org](http://wellawareworld.org)



**ONETREEPLANTED**

**One Dollar. One Tree.**

One Tree Planted is committed to global reforestation, planting trees that clean the air we breathe, filter the water we drink, and provide habitat to animals and insects.

[onetreeplanted.org](http://onetreeplanted.org)



Good For Your Brand.  
Better For The Planet.

42" Recycled PET Auto Open/Close  
Folding Umbrella | 2051-11 • P. 15

RINCON Eco Packable  
Lightweight Jacket  
| TM12725/TM92725  
• P. 27

**fyi**

Apparel fabric  
includes more than  
30% recycled plastic.





Recycled Cotton Drawstring Bag | 3001-72 • P. 6



Parkland Westport 15" Computer Backpack | 7275-02 • P. 18

## A Simple Switch

Bags, umbrellas and even packable jackets – we've got sustainable substitutes for all your favorite products.



# Recycled Cotton

There are two types: Pre-consumer is what's left over from manufacturing cotton goods, while post-consumer comes from used T-shirts, towels and upholstery.



**fyi**

Travel plans? This pouch fits everything from eyeglasses and pens to tech accessories.

Recycled Cotton Convention  
Tote | 7901-06

Recycled Cotton Pouch  
| 8700-08



**Recycled Cotton Grocery Tote | 7901-07**  
Made with a blend of pre-consumer recycled cotton and recycled polyester  
As Low As **\$3.48** [C]



**Recycled Cotton Convention Tote | 7901-06**  
Made with a blend of pre-consumer recycled cotton and recycled polyester  
As Low As **\$2.58** [C]



**fyi**

Look real close and you can see colored speckles from all the different fabrics that have been recycled.



**Recycled Cotton Pouch - MultiColored | 8700-08**  
Made from a blend of pre-consumer recycled cotton and recycled polyester  
As Low As **\$3.58** [C]







recycled  
cotton



**Recycled Cotton Drawstring Bag | 3001-72**

Made from recycled 8 oz. cotton / Deluxe cotton cords / Front slash pocket / Grab handle

As Low As **\$8.98** [C]



**Eggs, Milk, Cotton Tote**

Heading to the supermarket? Don't forget your shopping list and cotton bag.



**trend**

Hmm, we're seeing a pattern here. Yep, that's twill alright.



**Recycled 5 oz. Cotton Twill Tote | SM-5830**

Made with approximately 70% pre-consumer recycled cotton

As Low As **\$1.79** [C]



**Recycled 5oz Cotton Twill Pouch | SM-9935**

100% recycled cotton / Zippered main compartment

As Low As **\$1.99** [C]







**Recycled 5oz Cotton Twill Grocery Tote | SM-5779**

Made with pre-consumer recycled cotton

As Low As **\$2.99** [C]



EcoSmart® | 7



recycled  
cotton

1.







2.

3.



## Split Recycled Cotton Collection

This trendy new collection features pre-consumer recycled cotton in soft neutral tones - a great look for the grocery store, yoga studio or your next trip.



### 1. Split Recycled Cotton Drawstring Bag | 3005-73

Made with pre-consumer recycled cotton / Color-block design

As Low As **\$2.98** [C]



### 2. Split Recycled 5oz Cotton Twill Convention Tote | 7901-08

Made with at least 70% recycled cotton / Open main compartment / Color-block design

As Low As **\$2.68** [C]



### 3. Split Recycled 3pc Travel Pouch Set | 8700-02

Made with pre-consumer recycled cotton / Three pouches in three sizes for toiletries, tech accessories and more

As Low As **\$8.28** [C]







### rPET

These bags are made with rPET, which stands for “recycled polyethylene terephthalate.” But don’t worry, there’s no spelling test. All you need to know is it’s the most commonly recycled plastic in the world.





# Reclaim Recycled Collection

How much do we love this graphite fabric made with recycled polyester? We decided to create an entire collection with it, giving you an easy way to create a matching gift set.



**1. Reclaim Recycled 15" Computer Backpack**  
| **3001-70** Material made from recycled plastic / Two zippered front pockets  
As Low As **\$18.98** [C]



**2. Reclaim Recycled Zippered Tote** | **3450-71**  
Material made from recycled plastic / Front slash pocket  
As Low As **\$8.48** [C]





recycled  
PET



**Reclaim Recycled 4 Can Lunch Cooler | 2160-28**  
100% recycled polyester outer / Top fold-over closure  
/ Foil lining / Webbed handles  
As Low As **\$6.08** [C]



**Reclaim Recycled Drawstring Bag | 3001-71**  
Material made from recycled plastic / Zippered  
front pocket  
As Low As **\$9.98** [C]



**fyi**

Just enough room for  
a couple days away  
from home.



**Merchant & Craft Revive rPET Waist Pack Backpack | 3750-29**  
Fabric made from recycled  
water bottles / 15" laptop sleeve / Zippered front  
pocket doubles as removable waist pack  
As Low As **\$19.98** [C]



**Reclaim Recycled Sport Duffel | 3450-54**  
Recycled material / Zippered vertical front  
pocket  
As Low As **\$13.98** [C]







Merchant & Craft Revive rPET Lunch Cooler  
| 3750-32



**rPET Non Woven 6 Can Lunch Cooler | 4200-18**  
Made from recycled plastic bottles / Zippered main  
compartment / Front slash pocket  
As Low As **\$5.68** [C]



**Merchant & Craft Revive rPET Lunch Cooler**  
| 3750-32 Made from recycled water bottles / PEVA  
lining / Front pocket  
As Low As **\$10.98** [C]





recycled  
PET

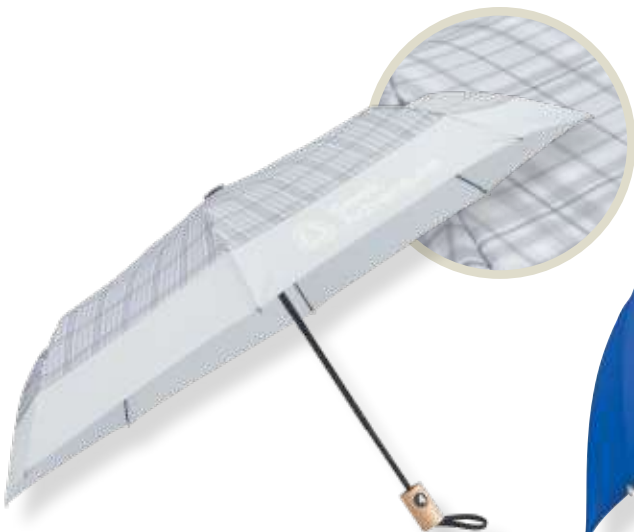


**Recycled PET Lanyard | SM-2415**

Made from recycled plastic / Breakaway neck clip / Swivel lobster clip  
As Low As **\$1.25** [C]



**48" Recycled PET Auto Open Plaid Inversion Umbrella | 2051-06** Innovative inversion design closes outside-in to trap moisture / Plaid interior with color-coordinated exterior  
/ Natural wood handle  
As Low As **\$19.98** [C]



**42" Recycled PET Auto Open Plaid Folding Umbrella | 2051-07**

100% recycled PET / Natural wood handle  
As Low As **\$12.98** [C]



**48" Recycled PET Auto Open Fashion Umbrella | 2051-10**  
100% recycled PET canopy / Natural wood handle and tips  
As Low As **\$9.98** [C]





recycled  
PET



**42" Recycled PET Auto Open/Close Folding Umbrella**  
| 2051-11 100% recycled PET canopy / Natural wood handle  
As Low As **\$12.98** [C]



## We've Got You Covered

Rain's good for the planet. It's not so good for that new outfit you're wearing. EcoSmart® umbrellas feature canopies made from recycled plastic.





bags made from  
recycled bottles



1.



## Bags From Recycled Bottles

Clean silhouettes and refined details define the look, while an eco-conscious spirit inspires the brand. Every single Parkland bag is made with exterior fabric constructed 100% from recycled water bottles.



**1. Parkland Vintage 13" Computer Backpack | 7275-03**  
Made with recycled water bottles / Fits a 13" laptop / Side water bottle pocket  
As Low As **\$39.98** [C]



**2. Parkland Rio Mini Backpack | 7275-13**  
Made from recycled water bottles / Perfect size for essentials / Zippered inside pocket  
As Low As **\$39.98** [C]



EcoSmart® | 17



bags made from recycled bottles



**Parkland Kingston Plus 15" Computer Backpack | 7275-04** Fits a 15" laptop / Side water bottle pocket  
As Low As **\$59.98** [C]



**Parkland Peak 21.5" Duffel | 8400-21**  
Water-resistant base / Dedicated compartment for wet gear / Padded shoulder strap  
As Low As **\$49.98** [C]



**fyi**  
The roomy Westport is versatile enough for workdays or long weekends.



**Parkland Westport 15" Computer Backpack | 7275-02** Made with recycled water bottles / Top-load main compartment / Fits a 15" laptop  
As Low As **\$54.98** [C]





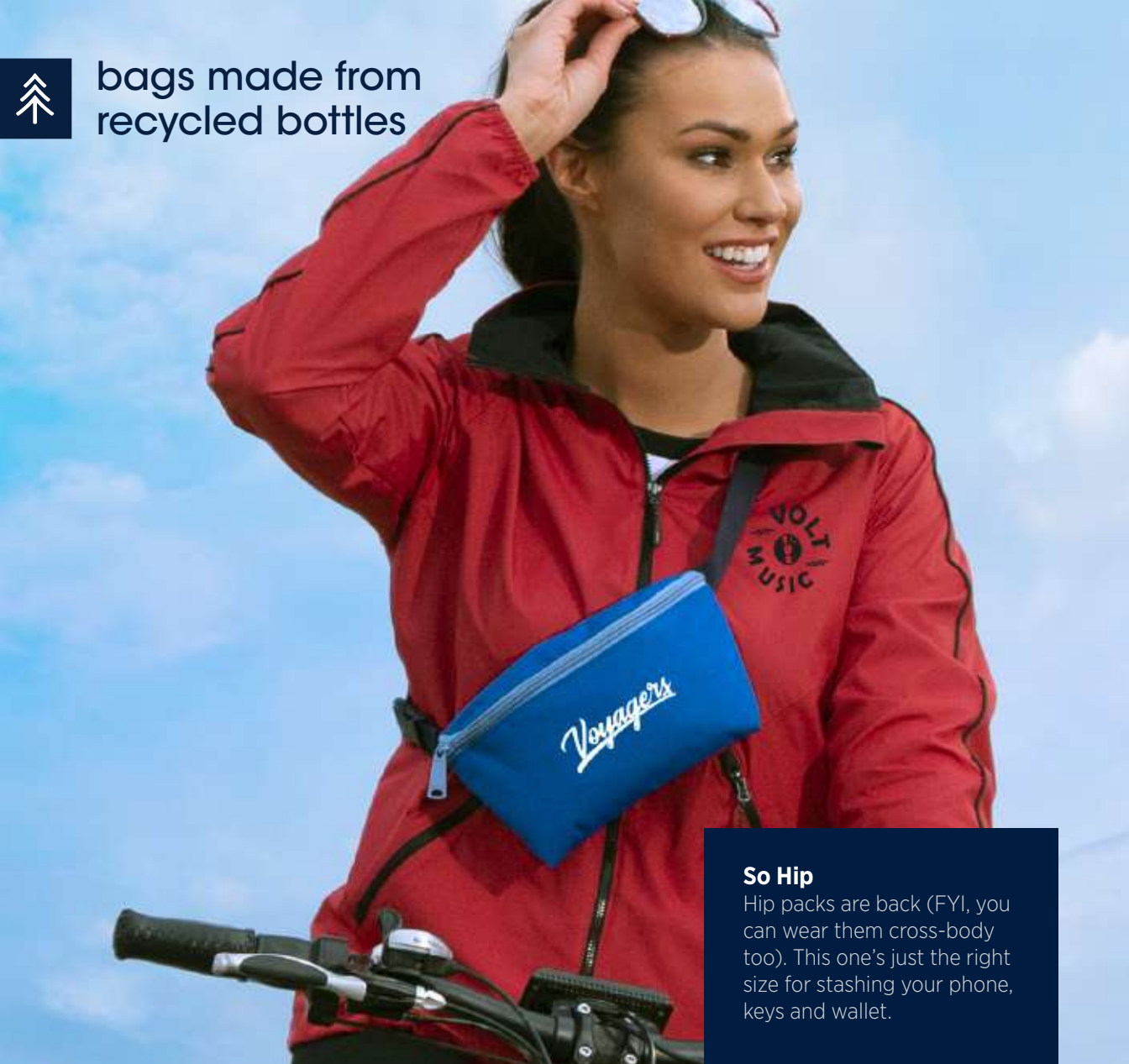


Parkland Westport 15" Computer Backpack | 7275-02





bags made from recycled bottles



**So Hip**

Hip packs are back (FYI, you can wear them cross-body too). This one's just the right size for stashing your phone, keys and wallet.



**Parkland Bobbi Hip Pack | 7275-06**

Made from recycled water bottles / Adjustable strap for waist or cross-body wear / Straps extend to 37 inches  
As Low As **\$21.98** [C]





bags made from  
recycled bottles



**Parkland Fraction Travel Pouch | 7275-09**

Made from recycled water bottles / Perfect size for anything from cosmetics to tech cables

As Low As **\$14.98** [C]



**Parkland Highfield Travel Pouch | 7275-01**

Made with recycled water bottles / Perfect size for tech accessories or toiletries

As Low As **\$15.48** [C]



## How A Bottle Becomes A Bag

### Sort It

Clear plastic bottles are cleaned at a sorting facility.

### Shred It

Bottles are crushed into flakes.

### Melt It

The flakes are melted into pellets.

### Spin It

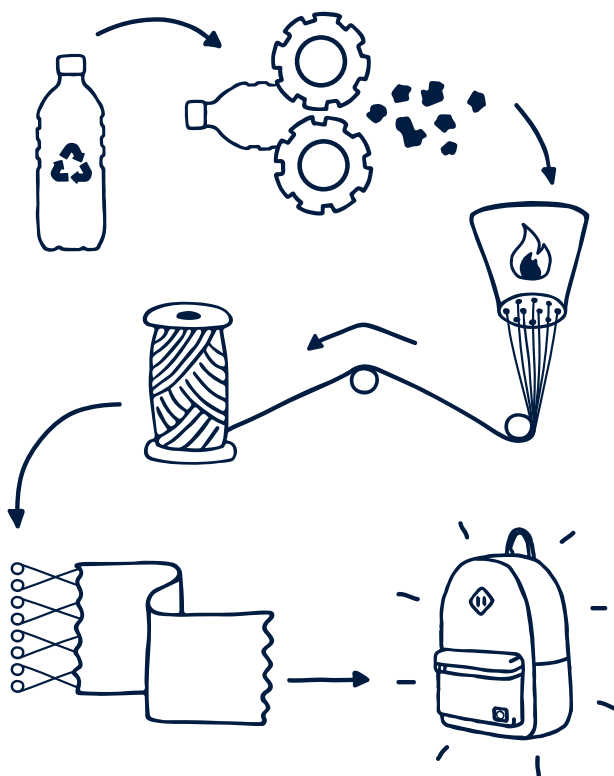
The pellets are melted, extruded and spun into thread.

### Weave It

The thread is woven into fabric and dyed.

### Sew It

The fabric is sewn into stylish Parkland bags.







CamelBak®



**CamelBak Eco-Hydrobak | 1627-56**

Available April 2020 / 1.5L Crux™ reservoir offers 20% more water per sip for faster hydration / 6" x 4" pocket for keys and essentials  
As Low As **\$54.98** [C]



**CamelBak Eco-Arete 18L Backpack | 1627-57**

Available April 2020 / Packable design / Extra pockets / Removable sternum strap  
As Low As **\$64.98** [C]



**CamelBak Eco-Cloud Walker 15" Computer Backpack | 1627-58**

Available April 2020 / Padded compartment for a 15" laptop / Air mesh back panel  
As Low As **\$84.98** [C]



## Waterless Dyeing

Waterless dyeing – a big focus for CamelBak® – uses virtually no water and fewer chemicals, plus faster dyeing cycles sharply reduce energy consumption.

# CAMELBAK®

Available April 2020

## Always Ready For Adventure

Any new adventure starts with the right gear. Hike, ride or climb – with CamelBak® you're always ready.



### CamelBak Pivot Roll Top Backpack

| 1627-55 Available April 2020 /

Ultra-lightweight at just 12 ounces

/ Expandable water bottle pocket /

Made with 50% recycled plastic

As Low As **\$64.98** [C]



## For The Greener Good

CamelBak® is working to be greener by using recycled materials for bags and plant-based materials for bottles.



### CamelBak Pivot 25oz Echo | 1627-21

Available April 2020 / 10% plant-based copolyester material / Shatter-, stain- and odor-resistant / Wide mouth

As Low As **\$15.50** [C]









DEGE Eco Knit Half Zip  
| TM18306 / TM98306 • P.26

**recycled PET**  
Apparel is made with a blend that includes more than 30% recycled PET, taking plastic waste and turning it into something you can feel good about wearing. But it's not just good for the planet – it's high-quality fabric that feels good and looks good, too.

**trend**  
Wear it to work. Wear it to happy hour. Wear it to dinner with the fam. The stylish Amos has a look and fit you'll love.

AMOS Eco Short Sleeve Polo  
| TM16312 / TM96312 • P. 26



**AMOS Eco Short Sleeve Polo**  
**Men's TM16312 (Sizes S - 5XL)**  
**Women's TM96312 (Sizes XS - 3XL)**  
 34% recycled polyester / Designed to look good no matter how often it's washed / Breathable and moisture-wicking / UPF 40+ sun protection

As Low As **\$31.50** [C]



**fyi**

This not-so-polo looking polo is made with recycled polyester, but feels just like super soft cotton.

# It's All Good

It's always nice wearing something that *looks good*.  
 It's even better wearing something you can *feel good about*.



**DEGE Eco Knit Half Zip**  
**Men's TM18306 (Sizes S - 5XL)**  
**Women's TM98306 (Sizes XS - 3XL)**  
 47% recycled polyester / Breathable and moisture-wicking / Anti-microbial finish / Convertible collar on women's style

As Low As **\$46.50** [C]



**trend**

Horizontal lines create an oh-so-subtle contrast on this soft, sustainable fabric.





### fyi

Wear the Rincon out the door when you need to, or roll it up and stow it away in the built-in pouch.



#### RINCON Eco Packable Jacket

Men's TM12725 (Sizes S - 5XL)

Women's TM92725 (Sizes XS - 3XL)

40% recycled polyester / Wind- and water-resistant / Packs away in a stuff sack / Mesh lining to keep you cool

As Low As **\$49.83** [C]







wheat  
straw

Dagon Wheat Straw Mug w/  
Stainless Liner 14oz | 1628-46 • P.42



**fyi**  
Special packaging  
is made with FSC  
recycled paper from  
responsibly managed  
forests.



Wheat Straw Quake Wireless  
Charging Pad | 7141-87 • P.31



Nash Wheat Straw Ballpoint | SM-4108 • P.46



Wheat Straw Food Storage with Utensils  
| SM-2226 • P.38



5" x 7" Wheat Straw Notebook With Pen  
| SM-3583 • P.48



## Wheat Straw

You might say it's a "solid" substitute for plastic: Wheat straw is the rigid, durable stalk left over after wheat is harvested.





# Tech, Too?

Yep, we've even got speakers and charging pads made with eco-friendly materials.



Frenzy Wheat Straw  
Bluetooth Speaker | 7197-34

Wheat Straw RFID  
Card Holder | 7142-30





**Wheat Straw Quake Wireless Charging Pad**  
| 7141-87 Made with a wheat straw composite  
/ 100% FSC certified gift box  
As Low As **\$7.98** [C]



**Frenzy Wheat Straw Bluetooth Speaker**  
| 7197-34 51% wheat straw / 90 minutes of  
playback / Bluetooth® 5.0 / Manual and gift  
box made with FSC certified recycled paper  
As Low As **\$11.98** [C]



**Wheat Straw RFID Card Holder** | 7142-30  
Made with a wheat straw composite / Fits  
one credit card or ID card  
As Low As **\$1.78** [C]





**Plastic & Wheat Straw Sunglasses | SM-7906**  
40% wheat straw frame / UV 400 lenses  
As Low As **\$2.25** [C]



**rPET Eco Fitness Towel | 1631-66**  
Made from recycled plastic / 12" x 31.5"  
As Low As **\$3.98** [C]



# Accidents Happen

That's what makes the Bone-a-fide Baggie Dispenser so ... indispensable. Don't take the dog for a walk without a few baggies for cleanup.



**Bone-a-fide Wheat Straw Baggie Dispenser | SM-7917** Wheat straw composite dispenser with 15 baggies  
As Low As **\$1.69** [C]





## fyi

Cool down with a soft fitness towel made from recycled plastic bottles.

rPET Eco Fitness Towel |  
1631-66

DEGE Eco Knit Half Zip |  
TM18305/TM98305 • P.27







DEGE Eco Knit Half Zip  
| TM18306 / TM98306 • P.26





Reclaim Recycled Drawstring Bag  
| 3001-71 • P.12



## Natural Fit

Sustainable products have become popular choices for healthcare, fitness and wellness brands.





## 5 Cool Facts About Bamboo

1. 100% biodegradable
2. Solid and durable
3. Highly renewable – grows several feet in 24 hours
4. Requires no pesticides to grow
5. Requires 30% less water to grow

### fyi

Two containers, cutlery and a bamboo cutting board. Wanna do lunch?







**Bamboo Fiber Lunch Box with Utensil Pocket | 1022-14** Made with bamboo fiber composite / Divider splits container in half to separate food  
As Low As **\$10.98** [C]



**Bamboo Fiber Lunch Box with Cutting Board Lid | 1033-93** Lid doubles as cutting board / Silicone lid lining keeps food secure  
As Low As **\$9.98** [C]



**Bamboo Fiber Cutlery Set | 1033-94**  
Fork, spoon and knife with carrying case / 51% bamboo fiber, 49% plastic  
As Low As **\$3.98** [C]



**Stackable Bamboo Fiber Bento Box | 1033-85**  
Bamboo fiber composite / Two containers / Utensil storage / Cutting board lid is 100% bamboo  
As Low As **\$15.98** [C]





# food storage & housewares



**Wheat Straw Utensils To Go | SM-2225**  
Fork, spoon, knife and case / Composite material of 50% wheat straw and 50% plastic  
As Low As **\$1.99** [C]



## Lunch Special

Pack a healthy lunch with wheat straw containers and cutlery.



**Wheat Straw Food Storage with Utensils**  
| **SM-2226** Fork, knife and case / Composite material of 50% wheat straw and 50% plastic  
As Low As **\$3.99** [C]



## fyi

Perfect for taking home leftovers from Mom's house. (Just make sure you give it back.)



**Plastic and Wheat Straw Lunch Box Container | 1033-61** Removable tray / Locking lid with handles / FDA tested / BPA free  
As Low As **\$5.48** [C]



## Food For Thought

Reusable food containers are great. Reusable food containers made with wheat straw and bamboo fiber are even better.



Plastic and Wheat Straw Lunch Box  
Container | 1033-61 • P.38





reusable straws  
& drinkware



## Sips Are Appreciated

Nobody knows how many plastic straws end up in the trash every day ... but it's A LOT. Reusable straws are a simple way to reduce the impact, one sip at a time.



**Reusable Stainless Straw Set with Eco Tube | 1628-52** Three sizes for different types of drinks / Cleaning brush / Case with ventilated bottom  
As Low As **\$5.98** [C]





**fyi**

The compact case conveniently clips to a keychain – and it's got a built-in bottle opener too.



**Reusable Straw in Bottle Opener Case | SM-2217**

Flexible, collapsible straw / Container doubles as a bottle opener

As Low As **\$2.99** [C]



**Reusable Stainless Steel Straw Set with Brush**

| **1626-60** Two food-grade stainless steel straws / Straw brush / Velvet pouch

As Low As **\$4.58** [C]



**Large Iced Coffee, Hold The Straw**

Have you heard? Companies like Starbucks are phasing out plastic straws, and some cities are banning them altogether. It all means big demand for reusable straws.



**Reusable Stretchable SS Straw w/ Eco Tube**

| **SM-6406** Collapsible stainless steel with silicone tip / Easy to clean / Wheat straw case  
As Low As **\$3.28** [C]



**Reusable Silicone Straw Keychain | SM-6400**

Flexible food-grade silicone straw with case that attaches to a keychain

As Low As **\$1.99** [C]





# reusable straws & drinkware



**Reusable Stainless Straw 10 in 1 Set | 1628-39**  
Eight stainless steel straws of varying sizes / Eight silicone tips / Cleaning brush / Cotton pouch  
As Low As **\$8.28** [C]



**Reusable Stretchable SS Straw | SM-6402**  
Food-grade stainless steel / Silicone tip for sipping / Keychain clip  
As Low As **\$3.05** [C]



**FinalStraw 2.0 | 1628-40**  
Collapsible stainless steel straw / Cleaning squeegee / Drying rack / Carrying case  
As Low As **\$24.50** [C]



## Love At First Sip

Ever notice how coffee tastes even better in your favorite mug? A wheat straw outer wall gives you even more to love about this one.



**Dagon Wheat Straw Mug w/ Stainless Liner 14oz | 1628-46**  
Outer wall and lid made with at least 50% wheat straw / Stainless steel inner wall / Fits most single-cup coffee makers  
As Low As **\$9.98** [C]







**Vert 13oz Wheat Straw Mug | SM-6663**  
Composite material includes more than 50% wheat straw  
As Low As **\$1.99** [C]





corporate  
programs

AMOS Eco Short Sleeve Polo  
| TM16312 / TM96312 • P.26



Reusable Stainless Straw Set with Eco  
Tube | 1628-52 • P.40



4" x 5" Eco Stone Notebook  
with Pen | SM-3591 • P.47





# Get With The Program

Sustainability's more than a trend – it's a long-term shift in thinking. And lots of organizations are looking for ways to build it into their corporate programs.



Bamboo Fiber Lunch Box with Utensil Pocket | 1022-14 • P.37



Parkland Vintage 13" Computer Backpack | 7275-03 • P.17





**Bamboo Nash Ballpoint Pen | SM-4040**  
Bamboo barrel with chrome accents /  
Black ink  
As Low As **\$1.99** [C]



**Nash Wheat Straw Ballpoint | SM-4108**  
Barrel is 45% wheat straw / Chrome accents  
/ Black ink  
As Low As **\$0.45** [C]



**Moneta Wheat Straw Ballpoint Pen | SM-4041**  
69% wheat straw barrel with chrome accents /  
Black ink  
As Low As **\$0.69** [C]



### Stone Paper

Yep, it's made from stone (which means no trees harmed to make it). And here's a fun fact: Stone paper is tear-resistant and water-resistant, too.



**4" x 5" Eco Stone Notebook with Pen | SM-3591** Recycled paper cover / 70 sheets of lined stone paper, which is waterproof and offers a smooth writing experience  
As Low As **\$2.19** [C]





pens & stationery



Nash Wheat Straw Ballpoint  
pg. 46

**b**  
5" x 7" Recycled Cotton Bound Notebook  
| SM-3556 Hard cover / Elastic closure / Ribbon  
page marker / Pen loop / 60 sheets of lined  
paper  
As Low As \$2.59 [C]



**c**  
Eco Color Bound JournalBook™ | 2800-41  
Recycled paper hard bound cover / Color  
accent edges on 80 sheets of lined paper /  
Expandable accordion pocket  
As Low As \$5.98 [C]



**b**  
5" x 7" Wheat Straw Notebook With Pen  
| SM-3583 51% wheat straw cover / Matching  
wheat straw pen / 70 sheets of recycled lined  
paper  
As Low As \$2.99 [C]







**EcoFlex PerfectBook**

Flexible paper covers with 1-color foil imprint up to 16" sq., 100 sheets of ruled EcoFiller, and perfect-bound spine. Made from 100% post-consumer recycled materials.  
4 Sizes Available.

As Low As **\$5.01** [C]



**Wire-bound EcoBook**

Heavy chipboard covers with 1-color foil imprint up to 16" sq., 100 sheets of ruled EcoFiller, and wire-bound spine. Made from 100% post-consumer recycled materials.  
4 Sizes Available.

As Low As **\$5.09** [C]

