

# The Active Consumer

## How To Decipher Green Products

(NAPSA)—Today, people are increasingly aware of the health of the environment, and are looking for ways that they can protect and preserve the world around them.

For some, this means making purchasing decisions based on a desired product's impact on the environment. To help in their cause, companies are incorporating green materials into their products, while also continuing to meet the high standards of quality their customers expect. But what does green mean and how can consumers recognize products made of these materials?

Green or sustainable fabrics are less harmful to the environment than traditional textiles. They are often made of recycled products or from resources that can easily be replenished.

Hemp, organic cotton and wool have been used by apparel manufacturers for years, but there are additional options for consumers in today's marketplace that may not be as familiar.

Used to make socks, polylactic acid (PLA) is developed from starch-rich resources, such as corn, which is biodegradable and 100 percent renewable. Another sustainable resource, bamboo, has been recognized for being absorbent, hypoallergenic, fast drying and breathable.

Retailers are helping to empower their consumers who wish to go green by offering products made of these more environmentally sensitive materials.

Recreational Equipment, Inc. (REI), a national outdoor gear and apparel retailer, has offered cloth-



**Finding products made from environmentally sensitive materials, such as the REI Muir Woods fleece jacket, is easier than ever.**

ing made of sustainable materials for years, but the company is now making it easier for their customers to recognize those options.

The retailer has introduced an eco-sensitive label that identifies its products that are manufactured with high percentages of recycled, rapidly renewable and/or organic fibers.

More than 40 eco-sensitive items are now available, made of materials such as organic cotton, bamboo, hemp, organic wool, post-industrial recycled polyester, recycled polyethylene terephthalate (PET) plastic and PLA.

To learn more about eco-sensitive products and material choices that are less harmful to the environment, visit [www.rei.com/ecosensitive](http://www.rei.com/ecosensitive).