

For Immediate Release

Wear Organic! Eco-Friendly Products Come to the Historic Axe Factory

Collinsville, CT—If you're looking for fresh promotional ideas for your company, team, or special event, they're ripe for the picking at Fresh Ink LLC in Collinsville. Partners Cindy Heintz and Dave Austin—with a combined 30 years in the screen printing/embroidered apparel industry—opened Fresh Ink LLC in February of 2007 to offer original designs that go beyond the ordinary templates.

And in response to their customers' interest in environmentally friendly apparel, Heintz and Austin are offering a line of eco-friendly tees, sweatshirts and caps made from organic fibers and recycled materials. Organic fabrics include cotton, bamboo, and rayon, made from a plant product called cellulose. Tees also come in heathered blends made with partially recycled polyester, and are dyed using a natural process.

“The benefit of organic fibers,” says co-owner Cindy Heintz, “is that they're grown using low-impact methods, with no toxic pesticides and fertilizers.” In fact, the methods used by organic growers actually replenish the soil rather than deplete it, according to the Organic Trade Association (www.ota.com). The dyeing methods also have a low impact on the environment, as they use only natural compounds, and the water used in dyeing is filtered before being released into the public water system.

Along with being conscious of the fabrics and dyes used by their suppliers, Heintz and Austin also believe in supporting the local community. Says Heintz, “Besides keeping our dollars circulating through the local economy, buying local means we reduce the cost of shipping and all that goes into that process—labor, time, fuel, and other natural resources.” The partners also make it a practice to support the local business community by volunteering time and talent for local events.

Fresh Ink works with schools, teams, and companies as a partner in their image development plan. Says co-owner Dave Austin, “We make sure that the promotional products, signs, banners, or whatever a company or team needs fits in with their marketing concept. We create fresh, customized designs—not just tired old templates—that work in concert with the overall promotional plan.”

A visit to Fresh Ink LLC satisfies on many levels: supporting the local economy, wearing eco-friendly apparel, and working with talented marketing “partners” who have stimulating new ideas to get you noticed.

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