

Summer/Fall 2008

# GREENRetailer

Your Guide to Eco-Friendly Resources for the Gift & Home Furnishings Industry

greenretailermag.com

## Splashy

Bath & Body Fab Finds

### Sell the product and the package

Retailers can capitalize on the innovative packaging offered by many wholesalers. Take Danielle & Company's award-winning All-in-One Organic Soap Garden. It features organic shea butter bar soaps and shea body washes in a biodegradable planter, made from rice and grain byproducts. The lid is a biodegradable saucer. Soaps are wrapped in lotka paper (a handmade, acid-free paper) and embedded with wildflower seeds. A bag of organic soil is also provided. "The concept is to unwrap your soap, and instead of throwing the wrapper in the garbage, throw it into your planter with the soil provided and grow yourself a garden," says Danielle Fleming, founder and president of the company, in Clarks Summit, PA. "All components are recyclable, reusable and sustainable."



DANIELLE & COMPANY