

Dandelion: Earth Friendly and PTPA Media Approved

Dandelion Earth Friendly Goods, a Division of Re-Think It, Inc. Receives PTPA Media Award for Its ReUsables



Winter Park, FL - Dandelion Earth Friendly Goods' line of **ReUsables tableware** is a proud recipient of this year's PTPA Media Inc's Seal of Approval for excellence in parenting products.

PTPA Media Inc. (Parent Tested Parent Approved) acknowledges the **ReUsables** as one of the winners of the *2009 Summer Product Call for the Best in Family Products*. The Seal of Approval has been awarded to a variety of companies in many categories ranging from food products, innovative children's products, games, and toys among others.

Dandelion's ReUsables are made from a unique formula derived primarily from corn-based bioplastic. The **ReUsables** line includes divided plates, bowls and utensils; each of which is durable and lightweight for use at home or on-the-go. All of the ReUsables are designed with ease-of-use in mind. The Divided Plate keeps food separate with its two sections and has the same flared tab edges found on the Bowls. Along with the flared tab edges, the Bowls are also deep-sided to keep the food inside. The Utensils (fork and spoon) are designed for the unsure grip of a beginner and the spoon is deep bowled to make sure the food gets to where it's supposed to. The Divided Plates and the Bowls, are sold in packs of two while the Utensils come in packs of eight (four forks and four spoons) and each pack comes at an MSRP of \$7.99



Being honored with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for a product geared to families, children and parents. "We're very excited that Dandelion is continuing to garner these sorts of accolades and we're honored to receive this award from PTPA Media," says Amy Shumway, Re-Think It's VP of Development. "It means that our *green* initiatives are being recognized and acknowledges that we are truly doing something special."

Dandelion's ReUsables were among many entries competing to win the PTPA Media Seal of Approval for the summer 2009 campaign. PTPA Media's mission is to discover and appraise products designed for families. Companies throughout North America submitted their products for review and they were matched with PTPA Media's large database of parent testers. The products were tested by savvy

parenting reviewers and professionals and the results were compiled for PTPA Media Inc.'s review committee for the final decision. The winners of the prestigious Seal of Approval from PTPA Media are selected based on value, functionality, quality and appeal of the product.

"We are thrilled to announce this latest group of PTPA Award winners," says Sharon Vinderine, Founder of PTPA Media. "Consumers want the tools to purchase products for their family wisely. They are tired of bringing home products that look great in the package but serve no purpose once purchased. PTPA Media and our web site is that tool. Our goal now more than ever, is to help guide families to spend wisely. Our hope is that seeing the PTPA Media Seal will help empower parents to make the best possible purchase, thereby saving their hard earned income for purchases that will offer value."

Dandelion's ReUsables are available at juvenile specialty and natural products retailers nationwide. Please visit www.dandelionforbaby.com for more information, to find a retailer near you or to order directly.

About Re-Think It, Inc.

Re-Think It, Inc., formerly ABC Development, Inc, is a privately held company with headquarters in Winter Park, FL. The company was founded in 1987 as a manufacturer of novelty sponge products. In 1996 the company launched its first assortment of baby care items. The company has since expanded its baby care offering to include infant and toddler feeding items, toys, accessories and more. As of 2008, Re-Think It refocused its company and built its ecological campaign with the introduction of Dandelion Earth-Friendly Goods featuring a chemical free, earth-friendly line of products as its cornerstone. For more information please visit www.dandelionforbaby.com or call (888) 222-3053.

About PTPA Media Inc.

PTPA Media (Parent Tested, Parent Approved) provides an objective means to discover and appraise new products designed to enrich family living. The company's mission is to assist and educate discerning consumers by providing reliable and relevant information about exciting and quality products on the market. Products range from clothing, toys and household accessories to parent-centric creations. The Parent Tested Parent Approved Seal is presented to companies whose products are deemed exceptional by a knowledgeable and unbiased panel of experts, including parents themselves. For more information visit www.ptpamedia.com.

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