

For immediate release

## Promotional Gifts To Turn Them Green

**Leading UK promotional gifts supplier Redbows Ltd, has added five new gadgets to its range of environmentally friendly gifts. The new ECO gadgets are all powered by water making them unique in the promotions gifts world with no user-replaceable batteries.**

The new water-powered ECO gifts include three clocks and two calculators. Each item has a small reservoir into which the user has to pour water. The reservoir is sized to power the devices for several weeks (or months when used with the standby mode). The powering process uses a built-in converter to extract electrons from the liquid molecules to provide a steady stream of power to the electronics. The concept is essentially that of a fuel-cell but at a very small level. The liquid used to power the devices is not limited to water as any electrolytic fluid can be used including effervescent drinks, wines and beers.

The ECO calculators come in a twelve-digit and eight-digit format. The twelve-digit design is ideal for office use and the simpler eight-digit model would suit most school and retail environments. The three ECO clocks available offer a range of different functions including alarms, countdown timers, temperature monitors and date features. Each product is packed individually and has a large print area for a custom imprint and marketing message.

“These ECO gadgets are ideal promotions for almost any environment”, commented Dawn Koffler, Managing Director. “What I particularly like is that they have true green credentials and generate their power from a substance as simple and widely available as water.”

Redbows ECO gadgets are part of a wider range of environmentally friendly gifts from the company. Other products include mugs, confectionery, clothing, bags, caps, coasters, keyrings and stationery items. For more information visit the Redbows Promotional Gifts Store at <http://www.promotionalgiftsstore.co.uk> and view the ECO gifts collection. Prices for the smallest water-powered clock start at £5.00 for 1000 pieces.

Ends (321 Words)

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The Promotional Gifts Store Website – Water-powered ECO Gadgets  
<http://www.promotionalgiftsstore.co.uk/environmentallyfriendlyitems/personalisedecogadgets>

## About Redbows Ltd – Promote Yourself

Redbows Ltd is a UK-based promotional gifts supplier started in 2004 by Dawn Koffler, its owner and Managing Director. The company is a leading light within the promotions industry, differentiating itself through customer service, innovative products and investments in technologies that add value for clients. Redbows provides a range of promotional marketing services including from its in-house design studio, the complete artwork service from virtual visuals to complete brand development.

Redbows products are manufactured in the UK, Europe and Far East and range from tradeshow giveaways to high-end premium corporate gifts. The company boasts an impressive client base including organisations from across the UK and Europe, from FTSE-100 companies and leading household brands to small clubs and charities.

The company operates a corporate information website ([www.redbows.co.uk](http://www.redbows.co.uk)) and ecommerce website ([www.promotionalgiftsstore.co.uk](http://www.promotionalgiftsstore.co.uk)). Dawn Koffler is an avid internet marketer whose comments on the promotional gifts industry and marketing in general can be found on her blog ([www.promotionalgiftsblog.co.uk](http://www.promotionalgiftsblog.co.uk)).