

GIFTBEAT

Tracking the product pulse of the gift industry

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PRODUCTBEAT

Trend: Eco-Friendly Stationery. **ecosystem**TM (646) 688-2468 is a fresh line of notebooks and planners with a sleek, modern design. Offered in kiwi green, clementine orange, lagoon turquoise, watermelon pink and black onyx, ecosystem has something for every personality — from the artist (blank pages) to the author (lined pages) to the architect (grid). Made in the U.S.A. from 100% post-consumer recycled paper, prices start at \$9.95 sugg. retail for a small notebook. Retailers can choose from countertop or floor displays. The line debuts at the Stationery Show, booth 3426 (ecosystemlife.com).

