

## MORE ECO STARTER KITS



In December and earlier this month we wrote about four US companies selling what we called eco starter kits. Like gift baskets filled with cheese and fruit, the kits contain an assortment of items, all with a 'green' twist: reusable water bottles and grocery bags, energy-saving light bulbs and eco-friendly cleaning products. All of the kits carry an implied message, namely that a few changes in our individual buying habits can make a significant difference in our impact on the earth. Ideally, the kits' users will continue to buy the eco-friendly products they contain, nicely multiplying the planet-saving impact. We spotted one in the United Kingdom, too, and by a brand we've covered before. Back in March 2006, we wrote about [greentomatocars](#), an earth-friendly car service that exclusively uses fuel-miserly Toyota Prius hybrids, brightly decorated with green tomato designs. The firm's [greentomato](#) eco kits sell for GBP 9.99, in keeping with the founders' philosophy that green products should be competitive in price and quality with similar products on the market. Is greentomato building a multi-product, Virgin Group-like brand around its catchy name and eco-friendly philosophy? Perhaps! But there's still plenty of time (and room) for others to enter the space.

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