



PRESS RELEASE

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IT'S IN THE BAG...AS TYCOON VISITS LAKELAND



The search is on for Britain's next Tycoon, and one of the competitor's of the show, Justin Chieffo, has paid a visit to Lakeland, home of creative kitchenware to pitch his idea. Currently based at Tycoon Towers in London, Justin headed north to the Lake District to sell his innovative Eco-Bag to the shrewd buyers at Lakeland.

The Eco-Bag is made of 100% cotton with an elasticated opening at one end and a hanging loop which allows it to be hung on a coat peg at home so it is less likely to be forgotten on shopping trips. Once at the supermarket the bag can be hooked on the trolley and the carriers can easily be dispensed at the checkout. The Eco-Bag is bound to be the new "It bag" for the eco-friendly as it encourages re-using carriers and helps to lower our carbon footprints.

The buying team at Lakeland were so impressed with the concept they ordered stock immediately and the Eco-bags can already be bought at all 34 Lakeland stores across the UK. Lisa Meth-Cohn, Buyer comments "we thought the idea was great and just the sort of innovative product we are always on the look out for and our customers have come to expect from us."

Lakeland, the home of creative kitchenware, is a leader in innovation and has already taken many products from the drawing board to the shop floor. For example, the Flatmate, invented by busy mum and interior decorator Helen Daniels in Suffolk who was fed up improvising with a duster on the end of a ruler to clean behind radiators. Lakeland is also working with other dynamic designers who have already developed their ideas into prototypes.

To see Justin in action at Lakeland and follow his progress on Tycoon tune into ITV1 on Tuesday evenings at 9pm. For more information on Lakeland's innovative products visit www.lakeland.co.uk

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Editor's notes:

- Lakeland is the UK's leading kitchenware specialist, offering a range of over 4000 products from quality kitchen utensils and storage containers, to liquorice!
- Lakeland's products are available from 35 stores nationwide, by mail order and online.
- Lakeland, founded in 1963, is a family owned and run business based in Windermere
- For more information visit www.lakeland.co.uk