



Media enquiries:
Laurie Hall
Flex PR
laurie@flexpr.com
416-696-5554

Dreaming of a Green Christmas? 'YUP' Offers Smart, Sustainable Choices this Holiday Season

For Immediate Release - Toronto, Canada – July 20, 2011: YUP, a Canadian-based eco innovation company, launched by 'YUPstarts' Ian Jackson and VJ Bala, sources, manufactures and retails a growing assortment of eco-smart, durable furniture and accessories. Now with two retail locations in Pickering and Mississauga, and the online retail store set to launch this fall, YUP offers the ultimate in eco chic gift ideas for the holiday season.

YUP Furniture

Modern styling and clean lines define the YUP Furniture Collection. The products are made from recycled and new fibre corrugated board sourced sustainably, and also use recaptured foam components. It is resistant to heat and moisture, it's lightweight and easy to set up and move.

Deep seated comfort makes the **YUP Sectional Sofa** the perfect focal point for any urban loft design, or modern decor scheme. The soft micro suede cushions and deep seating position make this an ideal piece to kick back and relax. Wrapped in eco friendly fabrics, with recaptured foam, this sectional is the perfect eco addition to any home.



The **YUP Bed Set** features a hand crafted headboard with button inlay details, repurposed foam backing with and a pleather or soft microsuede finish. The base is made up of a combination of recycled and new corrugated fibres, using YUP's innovative technology to create an extremely strong and supportive structure. The base can be finished in the same material as the headboard or can be ordered with a contrasting colour and fabric. Available in twin, queen, and king size models.





The **YUP Dining Set** offers an elegant space to entertain guests while maintaining an eco friendly lifestyle. This multi-functional set also makes an ideal office conference table. Six comfortable chairs feature YUP's innovative corrugated construction, which offers lightweight design yet incredible strength. The table, made of similar construction, is wrapped in the matching fabric. A beautiful bonus feature of each table is the optional long centre well to create beautiful, interchangeable centerpieces that provides extra table space and won't obstruct guest's views as they sit around the table.

Eco- chic has never been so funky and functional. The **YUP DeLIGHT** offers cool, modern styling and energy efficient functionality. The soft ambient lights are rechargeable, durable and weatherproof. They have an LED life of 50,000 hours, with light time on a single charge lasting from 12 to 20 hours. Controlled by a remote, this light can be set to a transient colour changing mode, a candle flicker mode, or simply a solid colour of your choice. **YUP DeLIGHTs** provide the perfect solution to lighting any indoor or outdoor environment and are available in two models currently, Glow and Pebble, with more to come in the near future.



HeyJute

For every eco-fashion conscious friend on your list, check out **HeyJute** (www.heyjute.com), for a line a colourful yoga bags, handbags and shopping totes, guitar straps, other lifestyle accessories and promotional products, made out of the natural plant fibre, jute. Hand crafted by local self-help women's groups in India, a percentage of the proceeds go to Child Rights & You.

About YUP

YUP, the brainchild of Ian Jackson and VJ Bala was founded in 2009 and is devoted to helping people pollute less and consume wisely; innovating so people can live responsibly; educating people on protecting the earth and preserving and protecting tomorrow's future today.

Recently YUP Inc. teamed up with **Norampac** to manufacture the quality fibre board furniture right here in Canada. Norampac's **Cascades** division produces, converts and markets packaging products that are composed mainly of recycled fibres, tailor made and destined for all types of usage.

- 30 -

For additional information and images, please visit the Media Room online at www.yupinc.ca [site launches September 1, 2011]. VJ Bala and Ian Jackson are available for interviews. Please contact Laurie Hall at Flex PR: laurie@flexpr.com/416-696-5554.