

A stylish and eco twist for coastal living



This time & tide clock is a modern twist on the old nautical clocks, with the eco bonus of being made from recycled coffee cups.

With its clean, slate-like finish and easy to read tide levels, it is the perfect accessory for a stylish coastal home.

With the time & tide clock you can tell the tide levels at-a-glance. The clear finish brings the concept up-to-date with style plus sustainability.

This clock is made in the UK using an innovative material created from recycled vending machine coffee cups. It has a clean and simple finish which has a slate-like appearance. Each clock saves 25 cups from going to landfill.

Synchronised to the lunar cycle, the tide clock is a convenient guide to tides. It is easily set to the high tide of a chosen location, and then paper tide tables can be thrown away.

Comes ready for wall mounting and with full tide setting instructions.

What are the benefits?

- **Home grown design** – The entire clock range is hand crafted in the UK from UK waste cups.
- **Style & Sustainability** – This innovative new material has a lovely solid, heavy, earthy feel, very much like slate.
- **A design solution for the plastic waste problem** – Made from vending machine coffee cups direct from the national Save-A-Cup scheme. The scheme provides a positive solution for large companies and workplaces for which plastic cups in vending machines is the best and most hygienic solution.
- **Close the loop** – as well as saving plastic cups from landfill in its creation, the clocks can be recycled again at the end of their life.

Tide / time clock
£40.00

Sustainable style for the Garden

Carry on the modern style through to the outdoor space, making a feature out of this sundial with the same slate-like appearance.

Set to UK latitude, it is ideal for long days spent in the garden. Easy to clean, so don't worry about the birds taking a walk over it.

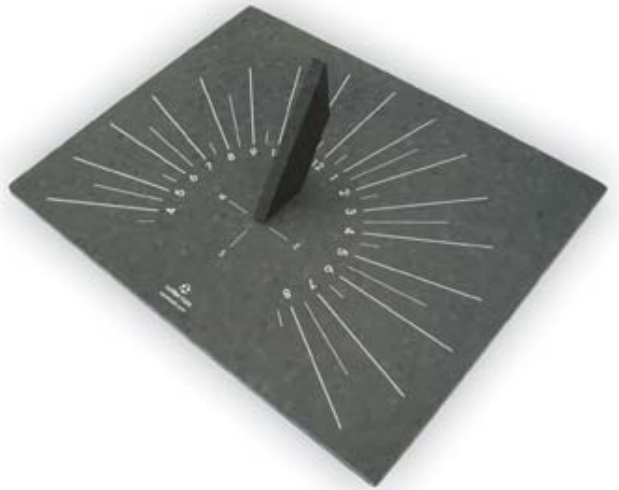
The original carbon neutral clock, each sundial saves 32 cups going to landfill.

The perfect gift for a garden enthusiast.

Recycled sundial

£30.00

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Notes to Editors

The Time & tide clock and Sundial are part of the new range of clocks from EcoCentric. All items available online at www.ecocentric.co.uk and by phone on **0207 739 3888**

For more information about EcoCentric or for images, samples or interviews with Oliver Heath, please contact Niki Clarke at the press office on **020 7739 3888** or niki@ecocentric.co.uk

EcoCentric is an eco-homewares company, co-founded by TV designer **Oliver Heath**. Oliver has combined his knowledge of eco-materials with his strong designer's eye for style to bring together the most coordinated collection of eco-homewares and lifestyle products available today. This **Urban eco-chic** style offers today's smart, environmentally attuned customers an alternative to traditional, unsustainable products.

EcoCentric brings together contemporary design with increased environmental awareness. All of the products have been chosen for their environmentally friendly principles: either because they use low levels of energy, or are crafted from sustainable materials or recycled items.

Oliver Heath has been the designer/presenter on a number of programmes including BBC Changing Rooms and BBC Home Front, Channel 4's From House to Home and ITV's 2007 series Dream Homes, and he writes a regular column on design in The Observer. His new book, Urban Eco Chic will be published in September by Quadrille - easy ways to bring eco style and practicality into the home.

He is also a passionate environmentalist and has written articles on green design for Friends of the Earth and acted as media spokesman for both the Energy Savings Trust and the Waste and Resources Action Programme (WRAP).

Oliver has developed his own range of environmentally sensitive homeware and has recently launched a range of natural paints for earthBorn, now available at www.ecocentric.co.uk . For more information on Oliver Heath see: www.oliverheath.com