

## **Green Innovations Continue with Transition to EcoFi Fabric for Trade Show Booth Displays New York**

*The New York trade show exhibit company, Skyline New York, announced that Frontrunner, the fabric material previously considered to be the hallmark of their Mirage trade show booth New York, is being replaced by environmentally friendly Eco-Fi fabric, made completely from recycled plastic bottles.*

February 29, 2012 (FPRC) -- NEW YORK, NY – Companies seeking to apply sustainable solutions to their daily business practices have a new opportunity to accomplish that goal by implementing a simple and affordable update to their New York trade show exhibit – the curved pop-up display known as the Mirage. By replacing the standard fabric previously used (known as Frontrunner), exhibit managers can instead incorporate EcoFi recycled materials to serve as the fabric material on the Mirage trade show booth.

Says Joanne Johnson, Marketing Specialist at Skyline Exhibits, “Effective March 1, 2012, Skyline will begin using EcoFi fabric as a standard offering. EcoFi fabric is fire rated, extremely durable and available in multiple colors.”

EcoFi is made from 100% post-consumer water bottles and converted to a fiber that is chemically and functionally nearly identical to the previous carpet materials, which was non-recycled. The difference is that EcoFi fiber is made without depleting the Earth’s natural resources.

“Our customers want to purchase products that are ecologically sound, preferably manufactured from recycled materials,” says Judy Fairbanks, VP of Sales and Marketing for Skyline New York, based in Hauppauge. “As responsible corporate citizens, we want the same thing as our customers -- so we are deeply pleased with the new EcoFi solution.”

The transition to EcoFi will prevent hundreds of bottles from hitting the waste stream each year. Consider that the 51 billion plastic bottles now lying in U.S. landfills, if positioned end-to-end, would wrap around the earth five times. Because it would take 700 years before plastic bottles in landfills to begin decomposing, the EcoFi solution mitigates the issue by diminishing the number of bottles that would have ordinarily be thrown in a landfill.

“As a pioneer of the trade show display New York pop-up category, Mirage™ exhibit displays have been a relied upon, workhorse solution used by trade show marketers for over 30 years,” said Bob Watson, President of Skyline New York. “By continuing to innovate, especially in the area of sustainability and recycling, we can create consistency between our personal philosophies and our company’s business practices. Everybody wins, especially our future generations.”

More than just New York trade show display providers, Skyline delivers New York trade show installation services to companies that attend conferences and conventions anywhere in the world.

"Adding innovative green solutions to our portfolio of creative designs is another reason why our customers prefer working with us. In addition to EcoFi carpet, we utilize recycled – and recyclable -- lightweight metals, adding to the polished look and feel of our exhibits, helping our customers put

their best foot forward, with integrity, on the trade show floor,” said Fairbanks.

To learn more about Skyline New York, visit Skyline New York's Facebook page at <http://www.facebook.com/SkylineNewYorkExhibits?sk=wall>.

About Skyline New York:

Skyline New York is the New York trade show booths branch of Skyline Exhibits -- a leading provider of trade show displays in New York. Skyline New York offers a trade show display in New York to match any size and budget, ranging from tabletop displays and portable displays to modular inline exhibits and large-scale island exhibits. Skyline New York makes 19 different exhibit systems, including pop ups, banner stands, panel systems, fabric structures, truss and other structural, custom modular exhibit systems.

**Contact Information**

For more information contact Judy Fairbanks of Skyline New York (<http://www.skylinenewyork.com/>)  
631-870-5905

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