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Housewares Design Awards To Honor Three “Green House” Winners

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A trio of products will receive the second annual “Green House” Awards for eco-responsive design at the 2010 Housewares Design Awards ceremony and luncheon, February 3 at New York City’s Marriott Marquis.

The 2010 “Green House” honorees are Nellie’s PVC-free Dryerballs from Batten Industries; The Electrolux UltraSilencer Green canister vacuum cleaner; and the NextLife RainStore rain collection system.

Nellie’s second-generation Dryerballs are made with a new material that won’t harm factory workers during processing and is readily recyclable, according to the company. The PVC-free dryerballs eliminate the need for chemical fabric softeners and dryer sheets while reducing drying time 15% to 25% to save energy, according to the company.

The Electrolux UltraSilencer Green is made from 55% recycled plastic, mostly from shredded cars. Designed to deliver optimum cleaning power in a sleek-styled, energy-efficient system, according to Electrolux, the canister vac uses nine amps of power at a reduced noise level.

The NextLife RainStore is designed as a more decorative and effective rainwater collection and reuse system. Equipped with a self-watering planter on top, the unit’s body is made from a minimum of 40% post-consumer recycled resin, and it can hold up to 50 gallons of water.

The Green House winners were selected by the 2010 Housewares Design Awards judging panel from some 300 entries in this year’s annual design competition.

The Green House winners will be on display in a special exhibit of 2010 Housewares Design Awards finalists during this year’s awards ceremony and luncheon.

The 2010 Housewares Design awards are presented by HomeWorld Business with educational support by the International Housewares Association and sponsorship by DuPont Teflon Housewares and the New York International Gift Fair.