

# HOMEWORLD®

BUSINESS

ICD Publications

**High Point Issue**  
Fall 2007

## STORAGE & ORGANIZATION

HOMEWORLD BUSINESS

### Ecopod Expands Recycling Center's Distribution

**BY GREG SLETER**  
SENIOR MANAGING EDITOR

SANTA BARBARA, CA— Eco-pod wants to expand distribution of its ecopod home recycling center, looking to parlay the growing attention the “green” movement has received over the past year into added sales.

With a look reminiscent of a high-end metal trashcan, ecopod is designed to simplify the process of gathering recyclable cans and plastic bottles in the home, said Troy Hoidal, founder of Ecopod. “Our goal in designing ecopod was to develop a product that would resonate with consumers while also giving them a place they can easily store recyclable materials,” he said.

The ecopod recycling center features a stainless steel outer shelf for durability and easy maintenance, according to the company. It also includes a child-safe trapdoor for secure, proper bottle and can insertion. Once a plastic bottle or can is placed into the trapdoor, an easy-touch pedal allows the user to easily crush the item, which is then deposited into a removable pod.

Other features include a bin for storing plastic grocery bags and a storage bin that can hold newspapers and larger bottles. Hoidal said the trapdoor is designed to accommodate plastic bottles as large as 24 ounces.

Design of ecopod was an outgrowth of work Hoidal was doing with BMW Groups Designworks, based in Southern California, to develop a new line of consumer products that make recycling



*The ecopod, with the look of a high-end metal trashcan, is designed to simplify recycling.*

“simple and rewarding.”

“Ecopod also proves to be a source of entertainment for kids and allows parents to teach about recycling,” he said. “The removable pod is designed to hold up to 50 crushed items.”

Introduced at Williams-Sonoma stores earlier this year, Hoidal said ecopod has been

well-received by shoppers there, with sales growing each month despite the item’s \$328 price tag. “[Williams-Sonoma] had exclusivity on the item through the end of March, and since then, we have expanded the products to high-end specialty retailers,” he added.

Retailers on Hoidal’s radar in-

clude office superstores and specialty chains such as The Container Store and Bed Bath & Beyond. In addition, he feels the product may also be attractive to the building community, given the added focus on building “green” homes, and sees an opportunity for sales in the hospitality industry as well.

