

INSTYLE SCOOPS AWARD AT 2010 NSW GOVERNMENT SUSTAINABILITY GREEN GLOBE AWARDS

Third consecutive year - INSTYLE wins at NSW Government Sustainability Awards.

INSTYLE has won the 2010 Small Business Sustainability Award at the NSW Government Sustainability Green Globe Awards at Parliament House. INSTYLE also received a 'Highly Commended' for the Business Sustainability Award Which INSTYLE won last year. "This is an extraordinary achievement, considering that the winner of the Business Sustainability Award, AGL Energy, went on to win the coveted Climate Change Leadership Award," said Michael Fitzsimons, Managing Director of INSTYLE. The Green Globe Awards recognised INSTYLE as, "world leaders in developing innovative textile products while reducing their ecological footprint and improving recycling processes". "During the past eighteen months we worked closely with the St James Ethics Centre to develop their National Small to Medium Enterprise Project, which aims to encourage small and medium sized businesses to be more sustainable, responsible and at the same time improve their business performance," said Fitzsimons on winning the award.

INSTYLE recently added new designs to its impressive LIFE Textiles range which is designed to have minimal impact over the entire lifecycle and is made from EthEco wool, which is sourced from non-mulesed sheep raised on holistically-managed farms.

The Sydney Theatre Company's Cate Blanchett and Andrew Upton Baker accepted the Premier's Sustainability Excellence Award, which INSTYLE won in 2008.

This is the third consecutive year that INSTYLE has won at the NSW Government Sustainability awards.

<http://www.instyle.com.au/awards.html>

Contacts

Michael Fitzsimons
61 02 93170222
mailto:mfitzsimons@instyle.com.au