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ELECTRONIC SYSTEM INNOVATORS

Connecting Green Ideas with Creative Technology™

FOR IMMEDIATE RELEASE:

Tech Town Startup Introduces Fun Interactive Recycling Kiosk on Earth Day 2012

Company connects green ideas with creative technology to promote in-store plastic bag recycling, engage shoppers and increase participation.

DAYTON, Ohio - April 23, 2012 -- Electronic System Innovators, LLC (ESI) is happy to announce a fresh approach to promote and encourage in-store plastic bag recycling. ESI has developed a smart digitally-enabled kiosk – aptly named the ‘Eco-Collect & Connect’ - designed for retail and supermarket applications.

The ‘Eco-Collect & Connect’ Kiosk serves as a collection point, provides educational content about the eco-3 R’s (reduce, reuse, recycle), displays daily deals, ads and highlights product info. It can also integrate with mobile apps, social media and link to loyalty programs. Future generations of the kiosk will be powered via alternative energy and incorporate the latest advances in retail technology.

“Our new ‘Eco-Collect & Connect’ kiosk has a really fun, positive eco-theme” said Ashley Lybolt, Co-Founder of ESI. “We think that shoppers will be intrigued with it - the design is bright, eye-catching, plus it’s made from recycled and eco-friendly materials.”

ESI has integrated an easy-to-use, multi-media platform with digital signage that creates a collective-green information hub of sorts, designed to enhance existing in-store plastic bag recycling programs nationwide.

“Informing shoppers and providing incentives are two key elements that help boost awareness and participation. ESI is looking to partner with retailers, recycling companies, non-profits and other organizations that want to promote green initiatives” said Steve Wrobel, Co-Founder.

Reducing waste is one of many key eco-sustainability priorities within the retail and supermarket industry. Diverting waste from landfills, cutting back on paper, plastic usage, encouraging reusable bags and recycling single-use plastic bags/films are all part of the initiative. ESI is committed to connecting green ideas with creative technology to help stores achieve their goals – and most importantly to help the environment.

About Electronic System Innovators:

ESI is a startup company specializing in creative wireless, RFID and interactive digital media applications for the retail, supermarket industry. They develop unique, consumer-focused systems that support the eco-3R-initiative; help achieve sustainability goals, promote eco-friendly choices and better connect with consumers. Their easy-to-use systems and kiosks provide shoppers with info; offer helpful reminders, incentives that encourage green decisions at the store and at home. ESI is a resident member of the Dayton RFID Convergence Center located in Tech Town’s Creative Technologies Accelerator Building.

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