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CUBS BAGS EXPAND THEIR REACH

Responding to demand, Overstock.com, the nation's leading retailer on the web, has just added 6 new CUBS to their line. CUBS (Cool Usable Bags that are Sustainable) is a Colorado-based company that produces stylish back-pack style bags made from natural fabrics which are recovered, that is intercepted on their way to the landfill. Useful, versatile, and so great looking they are being used as purses as well as totes, CUBS are durable and as green as green can be.

“I was thrilled that Overstock decided to widen our presence in their online store,” says company co-founder Alexis Baile, “And I’m heartened by the strong response we’ve been getting generally to our line of bags. It just goes to show that, even in the middle of an economic downturn, the chance to have something truly sustainable that is also beautiful is a powerful sales driver.”

CUBS bags are made one at a time in Colorado. It employs an oversized backpack style with a reinforced flat-bottomed design and has an exterior pocket also made from recycled fabric sample books. Fitted with adjustable straps and cord lock closure, the CUBS bag is secure, strong and pedestrian or bike ready. Available in a wide variety of fabrics, no two identical, CUBS are produced both for private label and wholesale customers.

On November 4th, Overstock.com will be running a “Green – Holiday” promotion featuring CUBS Sustainable bags.

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If you would like more information about this topic, or to schedule an interview with Alexis Baile please call 303-547-6220, email alexis@cubsbags.com or consult www.cubsbags.com

