



# EcoBorder landscape edging launches nationally

## Molded from recycled tires to offer a 'green' lawn border solution

By Casual Living Staff -- Casual Living, July 25, 2012

TAMPA, Fla. - Entrepreneur John Wink of Novel Ideas, Inc., has developed and nationally launched EcoBorder, the newest green product in landscape design.

EcoBorder is molded from recycled tire rubber and manufactured in the USA. This landscape edging is not only environmentally friendly, but also offers homeowners the flexibility, durability and cost-effectiveness other lawn and garden border products cannot.

Wink spent more than 15 years in the landscaping industry before joining Merrill Lynch and advancing quickly to a position as a VP investment wholesaler in Tampa, Fla. When the stock market and economic crash hit in 2008 leading to layoffs, he sought to be involved once again with one of his original passions, landscaping.

With his return to the industry, Wink now had a new motivation in continuing to support his growing family, and ideas for a new green landscaping product that would solve common problems for homeowners and landscapers everywhere. From this concept, Wink created and launched EcoBorder out of his garage in 2009. Though this product hit the market only three years ago, industry accolades and overwhelming consumer response have resulted in exponential growth and a recent national expansion into retail stores throughout North America.

With no professional installation or laborious digging required, a homeowner can now achieve a stone border look in a matter of minutes.

In its short lifetime, EcoBorder has already reused more than 200,000 tires and is projected to recycle another 4 million pounds this year.

"Automobile tires can take over 100 years to decompose in a landfill," Wink said. "Our recycling process gives old tires a new function while providing a simple-to-install solution that looks fantastic in any yard. We are dedicated to doing our part to help preserve the planet and make our world a little more beautiful."

The originality and inventiveness of EcoBorder has garnered national media attention including features on ABC's Extreme Makeover Home Edition and the DIY Channel's Yard Crashers. EcoBorder has now launched nationally in 1,300 Home Depot and Lowe's stores, and this fall will expand to 550 Lowe's stores along with every Home Depot in North America. The products are also currently available in four colors online at [www.ecoborder.com](http://www.ecoborder.com).

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