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SIGN OF THE TIMES: POLITICAL CAMPAIGNS GO GREEN WITH RECYCLED 'ECOTASTIC' PLASTIC LAWN SIGNS

Ah, election season. The leaves are rustling, the birds are singing, and campaign signs are sprouting up like weeds on lawns and byways across the land.

But if you thought election signs were just more roadside litter, think again. The newest crop of red-white-and-blue candidate placards are actually *green*, thanks to a revolutionary new recycled material called "Ecotastic Plastic."

Ecotastic is made of common #2 plastic, easily recycled into plastic detergent bottles, milk jugs and countless other products once the campaign is over.

What if every candidate in this year's election chose to make a "green" statement with Ecotastic campaign signs? Would this be a better world for it? The website that introduced it thinks so.

"Ecotastic is not only greener, but lightweight, waterproof and tear-proof, so it really holds up in outdoor weather," says Dan Bernard, founder and spokesperson of Ecodot.com, which has exclusive license to market the material. "But savvy political campaigns love it because it reuses materials instead of consuming more petroleum or trees. And when the campaign is over, signs can simply be recycled with other #2 plastics – one of the most commonly recycled materials in America."

Competing corrugated plastic signs are made with polypropylene, which is rarely recycled and "just doesn't have the value of HDPE, which is a commodity item on the recycling market," adds Bernard. As for cardboard campaign signs, most are produced with bleached white card stock coated with plastic, making it difficult and inefficient to recycle.

Competitively priced against non-recycled signage, Ecotastic is made with at least 50% post-industrial recycled content, and comes in a variety of colors and thicknesses, from light pliable sheets to heavy-duty stiff boards. The material can be fabricated in any size -- standard political or real estate signage, large outdoor or indoor displays, even die-cut custom shapes.

In the meantime, Bernard wants political campaigns to recognize the environmentally friendly benefits of Ecotastic for this crucial election season. For more details and ordering information, click to Ecodot.com/ecotastic.

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