

Ekotribe Launches Rechargeable USBCELL in Middle East



Dubai, UAE - Jan 11, 2010 : Ekotribe today announced the launch USBCELL in the Middle East.

With over 15 billion batteries needlessly thrown away each year and with the increasing demand for portable power by modern electronic devices - the battery has simply not caught up with the needs of modern life. Traditional rechargeable batteries have never been truly portable as they are dependent on chargers or adaptors, and so most consumers prefer single use alkaline cells.



USBCELL changes this balance by enabling consumers to 'Recharge Anywhere', without needing or carrying an external charger. With over 2 billion USB ports on modern computers and devices, USBCELL can be charged easily at work, on the go, or at home.

USBCELL is tested up to 500 charge cycles to guarantee optimum reusable performance. Each USBCELL, can save over 7kg of CO₂, and 3kg of toxic waste compared to alkaline battery use and is an example of how sustainable design can help provide better consumer solutions today.

According to Sharad Agarwal, CEO of Ekotribe, "This NiMH AA cell can be used in normal battery applications and can be recharged simply by plugging into a USB port with the built in USB interface. The USBCELL is an eco-friendly product designed to reduce the overall carbon footprint. USBCELLS can be charged hundreds of times saving the consumer money and helping reduce environmental waste."

All USBCELLs have the following features:

- Charge anywhere from any accessible powered USB Port - 90% recharged in 5 hours
- No need for a separate charger or cables when travelling
- Built in intelligent USB charger
- Can be used in TV Remotes, Digital Cameras, MP3 Speakers, Home Entertainment Systems, Portable Radios and Devices, Bike Lights, Tools & Torches and Gaming Consoles.
- Easily charge cells in game station and just swap over to continue play
- Charging for just a few minutes provides extra hours of instant use for most input devices
- Excellent corporate gifts with logo branding on product and gift packaging
- Are available as AA size batteries and come in a pair

About Ekotribe

Ekotribe offers environmentally-friendly products that have been carefully sourced from US, Canada, Europe, India and Australia to enable people in our region live a green and positive lifestyle.

A range of eco-friendly products including green gadgets and appliances, solar lights, reusable gift bags and shopping bags, recycled paper and stationery, eco-friendly



shower heads, eco-friendly toys, green books, BPA-free water bottles and lunch boxes, soy candles, organic beauty products, organic table linen, eco-friendly wallpaper and wall stickers, solar powered totes, solar powered backpacks, bamboo kitchen ware, eco-friendly household cleaners, biodegradable tableware and organic pet products are available at www.ekotribe.com.

Ekotribe strives to offer high quality products that are either - Biodegradable, Environmentally safe, Handmade, Natural, Recycled, Recyclable, Reusable, Sustainable or Organic. Ekotribe is promoting a lifestyle that includes being aware of the environment, yet enjoying high-end products without forgoing quality & design. All customers are guaranteed products which are easily absorbed into the ecosystem, without compromising on design or quality.

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