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Pro'tech'd LLC [say:protected] merges high tech and low tech to create products that appeal to the growing market segment of hip consumers who care about the social and environmental impacts of their purchases.

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In early December, **Pro'tech'd LLC** launches its first sustainable, fair trade, product nationwide, an iPod accessory, called **Cozy**. A sweater-like iPod skin that protects the body of the iPod from scratches from everyday wear and tear and cushions the fall during those inevitable flights to the sidewalk. **Cozy** is hand-knit from 100% luxurious, certified, organic cotton yarn in two vibrant holiday colors- Poppy Red and Moss Green. Its functional design allows for easy access to all features – display, click wheel, head phone jack, on/off switch and charger port.

Pro'tech'd creates stylish, sustainable, consumer products and safe, economic opportunities for people who need them. The belief that a company can and should respect people and nature is the guiding principal behind all decisions. "I don't want to have to choose between my sense of style and my values," explains Founder and CEO, Celine Ruben-Salama.

In keeping with the Pro'tech'd mission, all production follows Fair Trade guidelines. Collectives of Peruvian artisans hand-knit the products in an established work facility where they enjoy clean and safe working conditions and educational opportunities. The artisans also earn 20% more than "Fair Living Wage" in Peru. Pro'tech'd produces **Cozy** in collaboration with the organic sweater company, Indigenous Designs, members of the Fair Trade Federation, Organic Trade Association, Co-op America and Green Steps. In all phases of production, we use environmentally friendly raw materials and leverage technology to minimize our environmental footprint.

Cozy debuts in Whole Foods stores and chic boutiques on the East and West coasts as the perfect stocking stuffer for the hip and values-conscious consumer. **Cozy** comes in Shuffle, Mini and iPod and is available online at www.protechd.com. Suggested retail price \$24 for **Cozy** fits iPod, \$22 for **Cozy** fits iPod Mini and \$15 for **Cozy** fits iPod Shuffle.

About the Company: Pro'tech'd LLC [say protected]

The company was founded in June 2004 in New York City by Celine Ruben-Salama with the purpose to create sustainable products that juxtapose high-tech and low-tech, urban and organic, progress and tradition, business and art. Born in Nairobi, Kenya and raised in Stockholm, Sweden by environmentalists, Celine is the embodiment of her company, a Finance/IT professional with a design background.

