

Boulder Innovation Center

Boulder's Entrepreneurial Hub

FOR IMMEDIATE RELEASE

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English Retreads Joins Boulder Innovation Center's Extensive Natural & Organic Client List

BOULDER, CO. (9-17-08) – The Boulder Innovation Center is currently working with ten Boulder-based entrepreneurial companies in the Natural and Organic category, including its newest client, English Retreads.

English Retreads turns recycling into a bold fashion statement with unique handbags and accessories. The brainchild of founder and designer, Heather English, each one-of-a-kind English Retreads product is handcrafted in Boulder, Colorado from reclaimed truck inner tubes. Truck stops in the Boulder area supply the used inner tubes—each of which probably has more than 60,000 miles on it before it gets reinvented. The company offsets 100% of the carbon emissions from manufacturing operations, shipping and employee commutes. Following in the tire tracks of Henry Ford's original Model T, English Retreads are available in any color you want—as long as it's black! More information can be found at www.EnglishRetreads.com

“The Boulder Innovation Center has been instrumental in English Retreads’ jump to the next level during a critical growth period,” said English. “From the very beginning the BIC has generated a wealth of networking opportunities producing amazing advisors and mentors. BIC is helping put English Retreads on the fast track to great success.”

Each client working with the BIC is paired with a Program Manager who works with the client to identify the key challenges and create a solid plan to overcome these issues while achieving their personal and professional goals. The BIC then connects the client with volunteer teams of experienced advisors to guide the clients towards success. In addition to working with Clients in the Natural & Organic sector, the BIC serves clients working in Software, Renewable Energy/Cleantech, Bioscience, Nanotechnology, Optical and Engineered products.

BIC Director, Tim Bour said, “The progress of our Natural & Organic Program shows how the Boulder community values entrepreneurial spirit. In the past five months we have added nine new clients to the program and more companies are contacting us each week.”

About the BIC

The Boulder Innovation Center is a 501 c (6) nonprofit focused on economic development through supporting entrepreneurship in the Boulder area. The center's service model provides a “high-touch” approach to helping companies by matching each client with a team of seasoned serial entrepreneurs and business experts who serve as volunteer advisers. The BIC is supported by fees paid by its clients along with support from City of Boulder, University of Colorado, Boulder Economic Council, State of Colorado and donations from private sponsors. For more information please visit www.boulderinnovationcenter.com.

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