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FOR IMMEDIATE RELEASE

**GE Plastics to host Innovation Seminar in NYC on September 21, 2005
Ottman to Keynote**

The focus of the seminar is on the latest material technologies, application development, and regulatory issues. Among the environment-related topics is a discussion of how European regulations such as RoHS, WEEE and eco-labels affects U.S. businesses.

Jacquelyn Ottman, president of J. Ottman Consulting, Inc., and author of Green Marketing: Opportunity for Innovation, has been asked to share her expertise in green marketing and eco-innovation with the expected audience of industrial designers, architects, interior designers, design engineers, mechanical engineers, material managers, manufacturing, marketing and sourcing professionals

Ottman's firm has been consulting with leading corporations, including GE, IBM, and Pitney-Bowes and the U.S. EPA's Energy Star label in the areas of environmental marketing strategy and eco-innovation for over sixteen years. The firm's most recent project, the **Design:Green** educational initiative, teaches innovative eco-design and marketing strategies to hundreds of industrial designers and others involved in new product development across the country.

The full-day seminar begins at 8:30am and will take place at the Fashion Institute of Technology. Registration is free. For more information and to register, contact Laurie Cuevas at 413.448.5765 or email her at laurie.cuevas@ge.com.

To learn more about **Design:Green**, visit <http://www.designgreen.org>.

Design:Green is a pending trademark of J. Ottman Consulting, Inc.

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