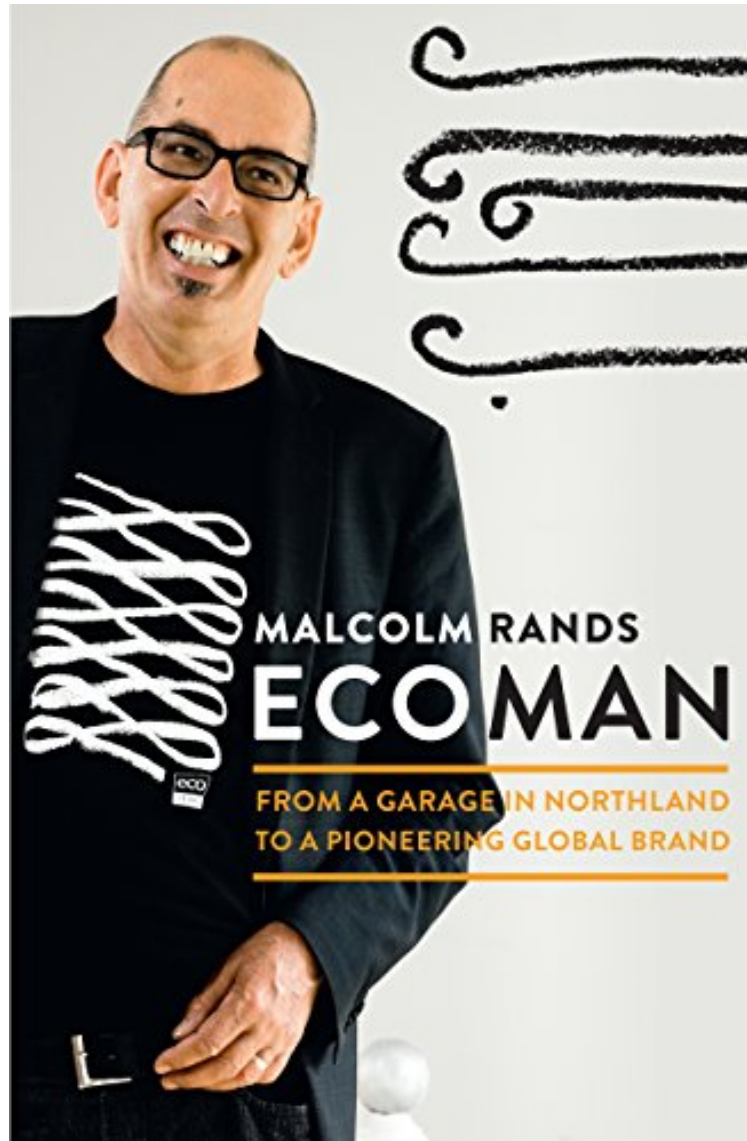


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Ecoman: From a Garage in Northland to a Pioneering Global Brand

Malcolm Rands

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Malcolm Rands : Ecoman: From a Garage in Northland to a Pioneering Global Brand before purchasing it in order to gage whether or not it would be worth my time, and all praised Ecoman: From a Garage in Northland to a Pioneering Global Brand:

1 of 1 people found the following review helpful. A Manual for your FutureBy Shanley GregoryThis lovely story is a joy to read and has the added bonus of being filled with vital information about survival. Not just the survival of life on earth but business survival as well. Mal Rands and his family are true heroes, truly inspirational and true to their own vision on every level. I don't see why we shouldn't all buy only eco store products from now on. I was a supporter

before but now I'm going into recruitment mode as well! Loved his book and couldn't put it down.0 of 0 people found the following review helpful. Highly recommend!By SandyInteresting read. It was reassuring to hear his journey and his philosophy, it made me understand and believe in his company. Written well, it flows along smoothly. It was just the right length and I loved the illustrations and photos. A clever idea to increase revenue and advertise all at once!0 of 0 people found the following review helpful. Enjoyable ReadBy Kieren BainbridgeReally enjoyed this from start to finish. Was great reading about Malcolm's life and his ups and downs of establishing and running ecostore. Opened my eyes further about a few mainstream products that we could probably do without in the house. I would recommend to others as it is a simple read and flow well

The story of how Malcolm Rands, an organic gardener and hippy from Northland, built the pioneering global brand ecostore.Malcolm Rands started ecostore from New Zealand's first permaculture eco-village with his wife Melanie in 1993. They sourced local manufacturers to make a range of organic gardening, home cleaning and body care products for the then mail-order business in the dug-out basement of their home. Twenty years on and Malcolm has developed ecostore into a multi-million dollar business. It's distinctive, masterfully branded products are on the shelves of supermarkets and health stores in New Zealand, Australia, the US, Hong Kong, Singapore and China, and they are poised for further global expansion. This inspirational memoir gives an insight into the mind of an entrepreneur, activist and true Kiwi 'superhero'. It's a fascinating story of humble beginnings, taking on the multinationals and their nasty chemicals, bucking the trend and setting a new standard of healthier living. At latest count, there are more than 84,000 chemicals in existence for commercial use, with 1000 new ones being developed every year. Malcolm is more determined than ever to work toward restoring the health and wellbeing of New Zealand by making it easier for people to be green. This book includes his tips on how to green up your home and office, his thoughts on New Zealand's 'pure' image and some timely lessons in sustainability.