

**FUN, FUNKY, FAIRTRADE WEBCAM AND USB HUB LAUNCHED IN UK.  
Lili and Oscar offer desktop feel good factor.**

**Thatcham, UK; 10 September 2007** – A unique range of fun, funky, fairtrade and ecological technology products have been launched in the UK today. The octopus shaped 'Lili' webcam and starfish like 'Oscar' USB hub are made from natural raw materials and have their own quirky style and personality!

Everyone loves to stay in touch and with Lili they can. Produced by United Pepper, Lili offers a fun alternative to traditional black and silver webcams - bringing friends and family to life online. Oscar is always ready to connect with four USB hubs. Plus, with a friendly face and four colours to choose from, users can match or mix to suit their style!



Lili and Oscar are revolutionary; with easily recyclable with bodies made from cotton, sand, Kapok (tree-fibre) and paperboard. Packaging is 100% recycled and recyclable PET. Plus as 70% of each product is produced in a fairtrade environment they are also a great ethical choice.

"The mission at United Pepper is to produce technology products in a sustainable and ecological way," said Xavier Petre, founder of United Pepper. "We want to move the 'fairtrade' concept away from traditional products and into a brand new area. Ecology is also important to us. We are rediscovering natural products that replace, and improve on, petroleum based materials."

Simon Leech, EuroTech Managing Director, added "EuroTech is delighted to be partnering with United Pepper to bring Lili and Oscar to the UK. The range is really innovative, a great mix of advanced technology and design. We just love the fact that fun and fairtrade can be coupled with functionality!"

Lili is a high quality 1.3 megapixel webcam with microphone, while Oscar has four USB 2.0 hubs. The complete process of development has been supported by Oxfam. Each product begins life in Vietnam, in a workshop adhering to the fairtrade principles. These include a safe, comfortable and hygienic workplace; fair price paid for completed work; and equality between men and women, with no child labour. Staff are encouraged to



make contributions to product development and design. In many cases they provided innovative solutions to technical problems, helping to create the fun and funky objects we have today.

Lili and Oscar will be arriving in the UK in mid September. They each come in four colours with a recommended retail price (inc. VAT) of £30 for Lili and £20 for Oscar.

### **About United Pepper.**

United Pepper believes technology should serve and help people in the smartest way. The vision is to create, develop, produce and distribute smart technological solutions in an ecological and sustainable manner. United Pepper is about collaboration bringing technology to the developing world so they can benefit from it. [www.unitedpepper.org.uk](http://www.unitedpepper.org.uk)

### **About EuroTech.**

Established in 1990, EuroTech represents a select portfolio of complimentary manufacturers from around the globe. EuroTech is a specialist IT distributor, working with vendors to develop and promote their brand within the UK. The company works with a shared ethos of: creating demand, channel management, ethical trading and quality of service. [www.euro-tech.co.uk](http://www.euro-tech.co.uk)

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