

CES 2012 Will Go Green

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The Consumer Electronics Association (CEA) announces CES 2012 will not only be the "coolest" tradeshow but also be the greenest, with the adoption of several new sustainability practices.



For the first time this year for this year attendee badge holders will come from recycled vinyl show banners, which the CEA will collect at the end of the show to recycle even further. The CEA is also pushing for signs made from recycled materials (such as reusable cardboard) while collecting magnetic, vinyl and cardboard show signs for repurposing.

All TechZones will also use recyclable carpet, and the CEA plans to cut print production by at least 50% of where it was 5 years ago.

Taking place in Las Vegas on January 10-13, the show will host a Sustainable Planet (showcasing the latest eco-friendly products) and a GoElectricDrive TechZone (showcasing electric vehicles, energy storage devices and charging solutions).

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