



GREEN PRODUCT PLACEMENT

LONDON

**SUSTAINABLE TV
& FILM PRODUCTION
ECO-EXPO**

**Thursday, April 10
2014 at 5:30PM**

**The Podium Lecture Theatre
The London College of Communication
Elephant & Castle SE1 6SB**

PRESS KIT

Contents:

- Press Release
- Speaker and Company Info
- Sponsor Info
- Event Graphics
- Green Product Placement Industry Info Deck

FOR IMMEDIATE RELEASE



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Leaders in Eco Production speak at "The London Sustainable Production Eco Expo"

London, Thursday, April 10th, from 6:00pm – 8:30pm (doors open at 5:30 PM) – Green Product Placement is celebrating its 2nd anniversary by organizing a **Sustainable Production Eco Expo** in London; with an evening of exciting presentations, networking, discussions, and collaboration.

What: "The London Sustainable Production Eco-Expo" will be emceed by former BBC sports commentator **Simon Mann** and Green Product Placement founder **Beth Bell** and will incorporate dynamic presentations from some of today's key figures in the green entertainment world, followed by a panel Q&A session.

Featured speakers include: Beth Bell and Lisa Dietrich, (**Green Product Placement**), Martin Kern (**Scenery Salvage**), Alison Tickell (**Julie's Bicycle**), Tallulah Chapman (**Forest Stewardship Council**), Eric Huyton (**Eyefish.tv**), Chai Locher and Weindelt Hooijer (**The Green Film Making Project, Amsterdam**), Barnaby Cook (**Casual Films**), Jane Soans (**FilmFixer**), Tim Benson (**Firefly Solar**) and Victoria Cartwright (**Neptune Environmental Solutions**), along with a sizzle reel, courtesy **Sony Pictures**, showcasing the new Spiderman movie, *Amazing Spiderman 2*, the largest sustainable Sony Pictures blockbuster, to date.

The London Sustainable Production Eco-Expo is a one night networking and information sharing event to connect those in the entertainment media sector who are looking to push sustainability forward within the industry.

There currently exist numerous businesses and organizations that assist those within the traditionally quite wasteful production industry who wish to modify both behaviors and goods and services towards a more sustainable model.

This event will bring together practitioners, vendors, production people, students of film and media, and related organizations for an informative evening of related presentations and networking. Online resources are great, **but there's no substitute for face to face and in person exchange!**

This event is modeled after the successful New York Production Eco Expo, produced by creative re-use media non-profit **Film Biz Recycling**.

Admission: Free to industry professionals, and students of media and sustainability, but seats are limited, **so attendees should RSVP at:**

<http://londonsustainableproductioneco.splashthat.com/>

When: Thursday, April 10th, Doors open at 5:30pm, and starts promptly at 6:00pm

Who: The London Eco Expo is produced by **Green Product Placement** and is hosted at **The London College of Communication**, Elephant and Castle.

Green Product Placement (GPP) was launched in early 2012 by ecopreneur Beth Bell. The concept was conceived during a **TED.com** conversation with filmmaker Morgan Spurlock ("Supersize Me", "Pom Wonderful Presents: The Greatest Movie Ever Sold"). GPP is a unique product placement company providing services exclusively to companies with a focus on green, sustainable, socially enterprising and local entrepreneurial products.

What makes GPP different from conventional product placement companies? Promoting Green products in mainstream entertainment not only increases brand awareness for "good brands" but, in turn makes sustainability much more appealing to the consuming public. They like to call what they do "positive placement". GPP is also committed to sustainable practices in how they run their business, as well.

Over the past two years, GPP has placed over 34 "good brands" in over 75+ productions including feature films and major network television shows both in the US and Canada. They are slated to begin working with UK productions in 2014.

Today, as GPP continues to grow, so do product placement opportunities within the mainstream TV and Film market. To learn more, visit: <http://www.greenproductplacement.com/us/>

Where: **Podium Lecture Theatre, London College of Communication**, Elephant & Castle, London, SE1 6SB, United Kingdom.

Sponsors:



Related links: www.greenproductplacement.com
www.lcc.arts.co.uk

LondonSustainableProductionEcoExpo

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Speakers and Company/Organization Information:

Emcees:



Simon Mann is a BBC broadcaster and journalist with 25 years' experience. He is also a communications coach who advises civil servants and lawyers how to present written and verbal information clearly and concisely.

Linkedin: <http://linkd.in/1l1g8h2>

Twitter: @Cricket_Mann



Beth Bell is founder of Green Product Placement, the organizers of the London Sustainable Production Eco-Expo.

Beth had a "light bulb moment" following a live chat on the inspirational "TED" website with documentarian Morgan Spurlock. Drawing from her experience in production in tv and on such feature films as *Game Change*, *Runaway Bride*, *Twelve Monkeys*, *Washington Square*, and *Contact* along with her experience working with marketing companies and a small production company, Beth founded GPP to use the platform of product placement to help promote businesses with a Green, Social Enterprising and/or local entrepreneurial agenda.

Web: www.greenproductplacement.com



Speakers and Company/Organization Information, continued:

Speakers:



Beth (above and at far left), partnered with Lisa Dietrich (near left) to launch Green Product Placement in early 2012. Lisa has an extensive background in film/tv production, having worked in the US and Canada designing and maintaining the sets and props for such Feature Films and Television as *Total Recall*, *Liberty Heights*, *The Incredible Hulk*, *The Wire*, and *Resident Evil: Afterlife*. With a fine arts degree and a love for design, visual communication, and the collaborative process, along with a personal interest in patronizing green, local businesses and socially responsible companies in her life outside of work, she jumped at the opportunity to use the medium she's part of to help promote these types of companies.



(Additional information on Green Product Placement can be found towards the end of this information packet.)



Martin Kern, Scenery Salvage: Trained in set, costume and lighting design, Martin is an experienced prop maker with many years of making and design experience. He's now on a personal crusade joining forces with so many others to help bring about change to our industry- from making, to marketing sustainability for Scenery Salvage.



Scenery Salvage- "Don't Waste Your Waste"- Scenery Salvage have now organized a **dedicated** system for the removal of scenery from studios or locations- **not** to a landfill site but to a dedicated reclamation centre.

Web: <http://www.scenerysalvage.com/>

Speakers and Company/Organization Information, continued:



JULIE'S BICYCLE

Alison established Julie's Bicycle in 2007 as a non-profit company helping the music industry reduce its environmental impacts and develop new thinking in tune with global environmental challenges. JB has since extended its remit to many other art forms and is acknowledged as the leading organization bridging sustainability with the arts and culture.

Trained as a cellist, Alison worked with seminal jazz improviser and teacher John Stevens. She worked for many years with socially excluded young people as Development Director at Community Music, and then at Creative and Cultural Skills where she established the National Skills Academy for the music industry. She is a school governor, a 2011 London Leader, advisor to Tonic, a judge on the Observer Ethical Awards and the Royal College of Arts Sustainable Design Awards, and a fellow of the RSA.

Web: <http://www.juliesbicycle.com/>



Tallulah works as Communications Manager at FSC UK. She has an in-depth knowledge of the FSC ethical timber tracking system. Tallulah is committed to supporting FSC certified companies to make the very best of their certification, and ensuring that UK businesses and consumers alike recognise and understand the FSC logo: the little tree with a tick that means so much to so many.

Web: <https://ic.fsc.org/index.htm>



Eric Huyton, Eyefish.tv - Eric is a documentary cameraman with 30 years film making experience and has travelled around the world filming on projects for most major broadcasters. Television production is by nature an international business and frequently sends people and equipment to filming locations. Eric is using his experience and contacts to create Eyefish, a service to help production teams reduce the need for travel by making better use of locally based services.

Web: <http://eyefish.tv/>

Speakers and Company/Organization Information, continued:



For an interview with [Chai Locher](#) in 'Green Film Shooting magazine' (Berlinale edition) about the Green Film Making Project, read [this](#) article (pages 10 & 11). The Green Film Making Project is an initiative by [Strawberry Earth](#).

Web: www.greenfilmmaking.com



Project Leader, **Green Film Making Project** – The Netherlands

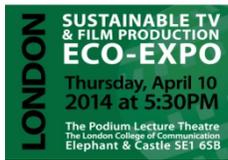
Building on a ten year career in documentary making, Chai Locher (Amsterdam, 1973) works as an advisor to organizations on development issues and stubborn questions. As one of the instigators and Project Leader of the Green Film Making Project, he works on bringing a sustainable innovation approach to the film sector.

Wiendelt Hooijer, Project Coordinator- Wiendelt started his career as a production manager of short and feature film production, commercials and corporate films. After more than 10 years of experience in the sector he started working as project manager at the Green Film Making Project, bringing sustainable innovation to Dutch film sector, initiated by Strawberry Earth. Next to this beautiful task Wiendelt is course leader of Audio Visualmedia course at the HKU/MEDIA, University of Art Utrecht. One of Wiendelt's main projects for the Green Film Making Project this year: our very first competition for [European students](#).

Barnaby Cook- Co-owner and MD of **Casual Films** in the UK and US. Casual Films is a production company that puts caring about people and the planet at the centre of what they do. Since 2006 they've made over 3,500 films and won 50 international awards. This year they opened a New York office and set up the Casual Films Academy and Gear-to-There appeal.

The Academy provides film training to underprivileged young people from diverse backgrounds, widening access to the industry. They work on a real brief for a charity that wouldn't otherwise be able to afford it. Gear-to-There sends the production industry's unused second hand kit to train street children in Africa up to broadcast standard.

Web: <http://casualfilms.com/>



Speakers and Company/Organization Information, continued:



Jane Soans, Veteran Locations Manager, Film Officer- **FilmFixer**- Jane became a Location Manager in 1990 and over the years has found and managed locations for TV Drama, both Modern and Costume Drama, and Feature Films. In the mid 1990s she worked for a year as Location Advisor for the London Film Commission.



In March 2013 she was invited to join the FilmFixer team as a Film Officer looking after filming on behalf of 11 boroughs in London. This enables Jane to use her experience advising film crews what is possible and permissible without compromising the interests of residents and businesses. The role also enables her to work with many location managers with whom she has worked over the years. Through the years, Jane has grown her interest in sustainable production, and continues have a real aversion to the polystyrene cups and bowls used sometimes by on location crews.

Web: <http://www.filmfixer.co.uk/>



Tim Benson- Firefly Solar- Tim is an experienced event and conference producer, with a strong technical background and a commitment to managing events in a sustainable manner. Firefly Solar's aim is to always deliver high quality technical production services married with creative solutions that are aligned with their clients' core sustainability values and aspirations. They provide solar generators to leading global brands, major broadcast content providers and event agencies.

Web: <http://www.fireflysolar.net/>



Speakers and Company/Organization Information, continued:



Victoria Cartwright, Production Sustainability Consultant, **Neptune Environmental Solutions**. Victoria comes to the world of production sustainability through her interests in green and the entertainment arts. Having grown up on an organic farm in Yorkshire, Victoria transitioned from a career as a stage manager in theatre to a sustainability manager for Film and Television.

Since joining Neptune, she has helped green productions for studios such as Disney and tv networks such as Fox.

Neptune Environmental Solutions is a UK based environmental consultancy. They work with studios and productions to provide measurable improvements in sustainability. They understand the fast paced, transient nature of the production process and work with a group of sustainable suppliers to ensure that they maintain the flexibility of service required by production, whilst being cognizant of environmental impact. This allows them to embed sustainability into the everyday actions of each department, making your production more efficient in its use of energy and fuel, and reducing waste wherever possible.

Web: <http://neptuneenvironmentalsolutions.com/>





Speakers and Company/Organization Information, continued:



Eco Spidey, Pulp Art Surfaces and PGA Green:

The Amazing Spiderman 2 is the largest sustainable blockbuster to date from Sony Pictures! We'll be showing a sizzle reel direct from the Sustainability Department at Sony that highlights their green efforts on this picture, due out in May 2014. Twitter: [@ecospidey](https://twitter.com/ecospidey)

Pulp Art Surfaces- Pulp Art already provide the most sustainable faux wall skins in North America, and now they're beginning to expand business to Europe. PAS sheets are made from 100% post-consumer products; newsprint, cardboard and wood chips. PAS are reusable, recyclable, and compostable. PAS are durable, easily handled, and stackable. They are European Green Dot Compliant conforming to ISO 14000 Standards.

Web: www.pulpartsurfaces.com (Look for their tear sheet later on this packet)

PGA Green: (Producer's Guild of America Green, PGA Greenguide) : PGA Green is a resource for productions seeking sustainability solutions. They e-publish the **Green Production Guide** -Featuring nearly 2,000 companies that provide sustainable and energy saving products and services for film, television and commercial productions, The Green Production Guide aims to take all media green one set at a time.

Web: <http://www.pgagreen.org/>

PGA Green Production Guide: <http://www.greenproductionguide.com/>



SPONSORS:

Many, many thanks to our sponsors, without whom, this event would not have been possible:



London College of Communication

Web: <http://www.arts.ac.uk/lcc/>

Twitter: [@UniArtsLondon](https://twitter.com/UniArtsLondon)



Casual Films and Casual Academy:

Web: <http://casualfilms.com/>

Twitter: [@CasualFilms](https://twitter.com/CasualFilms)



Pulp Art Surfaces:

Web: www.pulpartsurfaces.com



Life Water-

Pure Ethical water from a British source.

Life Water is the original British Spring Water, providing Britain with an ethical choice in water. Life Water is bottled from a certified organic source and travels a short distance from source to shelf, providing a thirst-quenching solution to buying British. Life Water is 100% Carbon Neutral, providing everyone in Britain with a choice to drink locally sourced water and support its charity Drop4Drop. Through charitable donations, Life Water is committed to providing at least 1000 litres of clean drinking water to developing countries for every bottle of Life Water sold. To date, more than 3 billion litres has been donated to countries including India, Zambia, Uganda and many others.

Web: <http://www.life-water.co.uk/>

Twitter: [@LifeWaterUK](https://twitter.com/LifeWaterUK)



SPONSORS (continued) :

Many, many thanks to our sponsors, without whom, this event would not have been possible:



Food For Good

Food For Good is the first ethical catering service since it has a specific social and environmental aim. Our goal is to reduce the amount of surplus food ending up in landfill, making a positive impact not only by reinventing it, but also by informing and educating people.

Highlighting our design and communication skills, each catering is a vehicle to raise awareness, where all the equipment used is made from discarded materials as a valid support to our message.

Website: <http://www.foodforgood.me/>

Twitter: [@hellofoodforgoo](https://twitter.com/hellofoodforgoo)



Rejuce

East London Eco Chef entrepreneur, Tom Fletcher saves large amounts of surplus fruit and veg and turns them into nutritiously delicious juices, smoothies and soups. This fresh produce would otherwise go to waste because it is too big/small, loose, unsymmetrical, ripe/unripe or ugly. At Rejuce we know beauty is not skin deep and pride ourselves in teaching other people the value this produce has to the environment we all share. We save food from all over the UK and sell mainly in east London with the exception of summer festivals.

Website: www.Rejuce.co.uk

Twitter: [@Rejuce](https://twitter.com/Rejuce)



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GREEN PRODUCT PLACEMENT

Branded Integrated Marketing

Winter- Spring 2014

What do we mean “green” exactly?

- Green Product Placement serves as the “Organic Market” of product placement companies.
- On our virtual shelves are products made of all natural ingredients, organic ingredients, made in a sustainable way and/or that promote sustainable behavior in the consumer.
- We also carry products created by companies that make “giving back” part of their basic business plan, in addition to local entrepreneurs who are passionate about their products.



Effective Brand Integration for Companies



Media Product Placement provides an additional emotional connection to the product for the viewer and promotes a stronger consumer connection. Not only does this platform increase brand awareness for these types of companies, **it will help influence the buying public toward more sustainable consumer choices.**



**GREEN
PRODUCT
PLACEMENT**

Branded Placement Opportunities

As you know, branded placement opportunities are many in both fictional and reality television and film, such as this “office” scenario:



Branded Placement Opportunities

this drug store “set”:



Branded Placement Opportunities

Real “Drug Store Set” examples from HBO’s Emmy Award winning series “VEEP” “Good” products on display along with conventional brands: :



Branded Placement Opportunities

This bar “scene”:



Branded Placement Opportunities

And this kitchen scenario- just as examples. The opportunities are many to incorporate “good” brands into mainstream entertainment media:



Branded Placement Opportunities

Including this street scene- which includes clothing, accessories, on set advertising and vehicles....

(Note: At this time we can provide advertising and accessories)

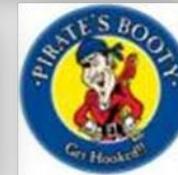


A Resource for Production Personnel

- Our products are selected to not only fit into the ethos of our company, but also to be more aesthetically pleasing, look better on camera, and therefore be more desirable for set decorators and prop people to use in their projects.



Some of the Brands We've Placed:



Testimonials:

*“Beth and her partner Lisa at **Green Product Placement** are the most dedicated, proactive, and hard working consultants I have ever hired. They generate amazing opportunities at a great value and follow through on those opportunities with a hands on approach that is rare in business. They are absolutely a great partner to help grow a brand through Film & TV exposure.”*

~ Corey Scholibo- CMO, Repurpose Compostables

“I had the pleasure of working with this company on a feature film in 2012 and I could not be happier with the service they provided. Beth and her crew went above and beyond to make sure we had everything we needed for our production.

I will definitely contact them again for future projects.”

~ Naz Goshtasbpour- Production Designer, Toronto CA.



A Resource for Production Personnel

- Much of our combined experience has been on the implementation side of Product Placement:
 - We know the process of breaking down sets and scenes into components and “product shopping lists”.
- We know that collateral items and packaging are just as useful as actual products.
- We work with production staff to provide products, packaging and collateral marketing materials that enhances the look of their sets.



Greener Distribution

- Smaller carbon footprint: no double shipping, no double warehousing
- We facilitate the process to make sure productions get their product in plenty of time without wasting additional natural resources.



**GREEN
PRODUCT
PLACEMENT**

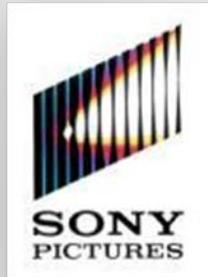
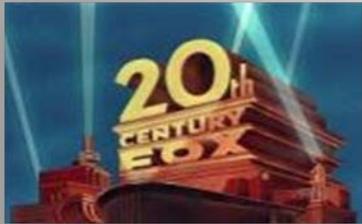
Green Product Placement In The News:

- Check out our [press page](#) for links to articles and interviews with publications such as:



Support from Prominent Industry Professionals

In addition to Set Decorators and Props people, we also have relationships with branded placement executives at major studios, production companies and placement consultants such as:



Initial Placements

In not quite our first two years, , we have managed a significant number of placement opportunities for our clients, including:

- HBO's, **"VEEP"**, starring Emmy Winner Julia Louis Dreyfus
- Showcase Canada's **"King"**
- Pilots for the CW and Fox
- HBO's **"Enlightened"**, starring Laura Dern
- Emmy Winning, David Fincher's **"House of Cards"**, starring Kevin Spacey, for Netflix, and **"Hemlock Grove"**, and **"Orange Is the New Black"** Season 2, also for Netflix
- Indie films **"Goodbye World"** starring Adrian Grenier and **"Empire of Dirt"**



Placements

- CW's **"Gossip Girl"**
- Indie movie **"Better Living Through Chemistry"**, starring Sam Rockwell, Olivia Wilde, and Dame Judi Dench
- We have also placed our brands in:
 - **"Law and Order: SVU"**
 - CBS' **"Blue Bloods"**
 - CBS' **"Beauty and the Beast"**
 - USA Network's **"Suits"**
 - 20th Century Fox Films' **"The Internship"** starring Owen Wilson and Vince Vaughn
 - HBO/BBC Co-production **"Mary and Martha"** starring Oscar Winner Hilary Swank and Brenda Blethyn



Placements

- TNT's **"Leverage"**, starring Timothy Hutton
- CBS' **"The Good Wife"**
- USA's **"White Collar"**
- Feature Film **"Robocop"**
- Feature Film **"Winter's Tale"**
- Feature Film **"Devils Due"**
- Feature Film **"The Other Woman"**
- Feature Film **"Annie"**
- HBO's **"Eastbound and Down"** Season 4
- ...and others totaling over 65 productions in our first two years.

And this is just the tip of the iceberg- we'll have many more placement opportunities in both television and film in 2014 and onward!



We'd love to work with you!

Contact us today:

Web :

www.greenproductplacement.com

Check out our press page! :

<http://www.greenproductplacement.com/us/press/>

Contact: Info@greenproductplacement.com

and Beth@greenproductplacement.com ,

Lisa@greenproductplacement.com



LIFE WATER FACT SHEET



About

Life Water is the original British Spring Water providing Britain with an ethical choice in water. Life Water is bottled from a certified organic source and travels a short distance from source to shelf, providing a thirst quenching solution to buying British.

Why

Life Water is 100% Carbon Neutral and sourced from beneath certified organic land, providing everyone in Britain with a choice to drink locally sourced water and support its charity Drop4Drop. Through charitable donations, Life Water is committed to providing at least 1000 litres of clean drinking water to developing countries for every bottle of Life Water sold.*

Stockists

Life Water is currently available at more than 700 stockists nationally, including prestigious locations like the V&A, Planet Organic and the National History Museum. Life Water can also be purchased online at www.planetorganic.com

Range

Life Water is available in Still and Sparkling, ranging from 330ml to 1.5L sizes. Life Water has recently launched a premium glass range available in top hotels and restaurants throughout London.

What to Follow

Additionally, Life Water was an official partner to The BRIT Awards 2013 & 2014 in association with MasterCard and the partnership delivered a dedicated BRIT's well in India with a second Well planned. In 2012 Life Water was the official water to the Queens Jubilee and released a limited edition bottle as part of the Face Britain programme, the UK's largest mass collaborative art project created by The Prince's Foundation for Children & the Arts.

Television

Life Water is proud to be the trusted water supplier for many production companies and to have supplied water for many popular TV shows including The Voice, Strictly Come Dancing, The X-Factor, Dancing On Ice, Splash, Celebrity Juice and many more



Contact

More information about Life Water can be found through its website www.life-water.co.uk.

To follow Life, find us on Twitter & Facebook:
www.facebook.com/lifepurewater or www.twitter.com/lifewaterUK

For information, contact Will Chidlow
(M) +44 (0)7816 884420
(E) will@life-water.co.uk.

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THE ONLY ECO WALL SKIN
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FINISHED WALL SKINS

Pulp Art Surfaces offers finished wall skins using eco-friendly UV digital printing on 7 patterns, indicated as **'PRINTABLE'**. Standard color options can be viewed at www.pulpartsurfaces.com. Finished wall skins is also ideal for custom colors, decorative finishes, custom designs, logos, murals and much more!



WALLPAPER PRINT ON PAS004



DP1 ON PAS010

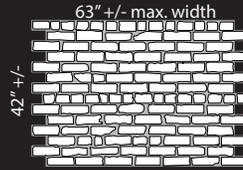


CUSTOM MURAL ON PAS010

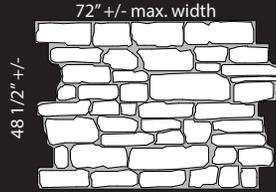
UNFINISHED WALL SKINS



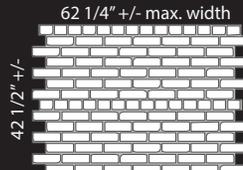
PAS 002
"Exposed" Alley Brick
DIE CUT



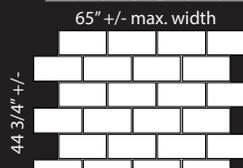
PAS 003
"Very" Cut Stone
DIE CUT



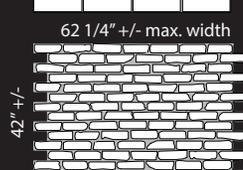
PAS 004
"New" New York Brick
DIE CUT / **PRINTABLE**



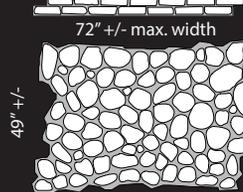
PAS 005
"Recast" Cement Block
DIE CUT / **PRINTABLE**



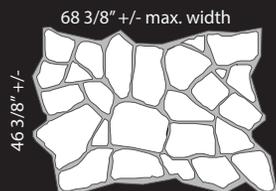
PAS 006
"Not So" Common Brick II
DIE CUT / **PRINTABLE**



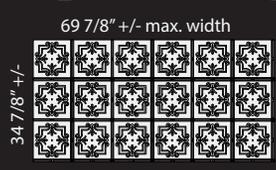
PAS 007
"Reformed" River Rock
DIE CUT



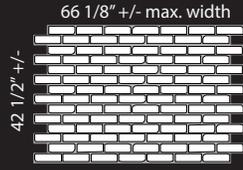
PAS 008
"Grand Old" Flagstone
DIE CUT / **PRINTABLE**



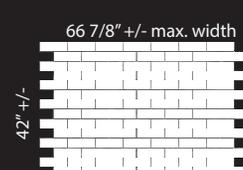
PAS 009
"Avant" Anaglypta
DIE CUT / **PRINTABLE**



PAS 010
"Recycled" Common Brick
DIE CUT / **PRINTABLE**



PAS 011
"Clean" Brick
DIE CUT / **PRINTABLE**



NEW SKIN
LIMITED AVAILABILITY