

BluePoint Living Announces a Licensing Deal with Robin Wilson Home

- /newswire/ - **Tampa, FL, United States, 03/19/2010** - **The Robin Wilson**

Home towel line will premiere at the 2010 Architectural Digest Home Show on March 18-21.

BluePoint Living has turned to nationally recognized eco-friendly and healthy home interior designer Robin Wilson to license her name for an innovative luxury cotton towel made from 50% recycled cotton yarn.

The Robin Wilson Home towel line will premiere at the 2010 Architectural Digest Home Show on March 18-21, 2010. These towels will be available in four colors and are made of 50% virgin cotton and 50% pre-consumer recycled cotton fibers.

BluePoint Living was founded by Paul Rydell and he states, "Our firm is committed to finding the most exciting and innovative products on the market. We also found a dynamic pioneer in the eco-friendly movement and are thrilled to partner with Robin Wilson. Through our teamwork and marketing, these towels will be available to consumers at a big-box retailer in the next 90 days, at an affordable price point. We are also thrilled to be part of the Kennedy pavilion at the AD Home Show, so consumers can 'touch and feel' the amazing quality of recycled cotton fiber towels".

Since 2006, the BluePoint team has been committed to finding the most exciting and innovative products on the market. Founded by Paul Rydell, the firm was awarded "Editor's Choice Award for the Best New Product in the Green Luxury Category" at the International Hotel/Motel and Restaurant Show (Nov. 2009), for the luxury guest towel made of recycled cotton fibers.

Says Robin Wilson, "The exciting thing about recycled cotton yarn is the realization that this fiber is

being re-loomed and re-woven to ensure that there is less going to the landfill during the manufacturing process. This ensures that less cotton is harvested and thus efficiencies result with less water usage and pollution into waterways. It is exciting to partner with BluePoint to roll out our towels to consumers and the hospitality industry”.

About BluePoint

BluePoint Living (bluepointliving.com) is a Tampa, Florida-based marketing firm that licenses products such as denim insulation, recycled cotton fiber products and other innovations for residential and commercial environments.

About Robin Wilson Home

Robin Wilson Home (robinwilsonhome.com) is an eco-friendly interior design and consulting firm for both residential and commercial projects. Her firm focuses on the four principles of eco-friendly design: sustainable, recyclable, renewable and non-toxic. Notable projects include the Good Housekeeping “Greenest House in New York” LEED certified Showhouse (2008); the Esquire “Ultimate Bachelor Apartment” (2007); the Peninsula Hotel Spa Salon (2007) and the various projects for President Bill Clinton’s Harlem office (2004 to present). Recently, she completed a project for the private residence of Robert F. Kennedy Jr. and is author of the book, *Kennedy Green House*.