



**FROM: U-BOX-IT Inc**

**Press Contact: Tony Mammone**

**Phone: (416) 678-9278**

**Email: [tmammone@uboxit.com](mailto:tmammone@uboxit.com)**

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**FOR IMMEDIATE RELEASE**

**VAUGHAN ENTREPRENEUR,  
U-BOX-IT AWARDED FOR DESIGN EXCELLENCE  
IN *BUSINESSWEEK* MAGAZINES AND IDSA  
IDEA 2008 COMPETITION**

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Toronto, Ont. [July 18, 2008] – The environmental vision of U-Box-It has caught the eye of the corporate world south of the border. The 2008 International Design Excellence Awards have announced today its winners of the IDEA Awards for 2008. Out of 1517 design submissions, only 205 have been awarded, including U-Box-It's disposable junk removal bin. It is one of only two Canadian companies awarded in this year's IDEA competition. That a high profile design competition like IDEA would showcase the work put into this product has its' owners excited but gratified.

Tony Mammone, the inventor and Co-Founder of *U-Box-It*, was more than thrilled. "I think one of the only things more satisfying than developing an environmentally friendly product that can be used by the public, is getting affirmation that it is, in fact, a great idea. And this amazing recognition by *IDSA* and *BusinessWeek* is more than just acknowledgment of the product's value in today's society; it's verification of a job well-done, which is something I'll never take for granted."

"Starting a company is hard; starting a company and trying to gain international recognition is harder," says the brother and Co-Founder, Dan Mammone. "I'm just incredibly happy that our hard work is being awarded by such a prestigious design competition!"

Not only was *U-Box-It* competing directly against large established industry leaders such as Research In Motion (inventor of the blackberry) and Apple (inventor of the iPhone), but it's also only one of two Canadian companies awarded by the Industrial Design Society of America and BusinessWeek.

The International Design Excellence Awards night will take place in Washington D.C., Virginia on September 10th, during which there will be a ceremony awarding the designers in each of their respective categories. Check [www.idsa.org/IDEA2008/](http://www.idsa.org/IDEA2008/) and [www.uboxit.com](http://www.uboxit.com) for more information.

### **Summary of U-BOX-IT products and services:**

U-Box-It has developed North America's first disposable junk removal bin. Revolutionizing today's standard method of junk removal, U-Box-It has enabled people to remove junk, de-clutter, and work according to their schedule, without waiting for the delivery of the traditional metal waste containers. Whether it's for removing renovation waste or cleaning a basement, U-Box-It gives you the freedom to do it at your own pace. Once ready, just call U-Box-It and have your environmentally friendly waste container picked up without any hassle or mess!

### **About the International Design and Excellence Awards:**

The IDEA program fosters business and public understanding about the impact of industrial design excellence on the quality of life and the economy.

Industrial designers determine the form, use features and interaction qualities of manufactured products, packaging and digital media systems. They study people at work, at home and in motion to create satisfying experiences with products from the kitchen and the office to the hospital and the warehouse, shaping these to fit their customers and to make effective use of industrial processes. In this way, industrial designers have a quiet but profound presence in almost everything people encounter during the day.

IDSA is the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

Stay tuned to [www.idsa.org/idea](http://www.idsa.org/idea) for information about the 2009 IDEA program. IDEA® is co-sponsored by *BusinessWeek* and IDSA.

### **About U-Box-It:**

U-Box-It is an environmentally friendly junk removal company based out of Toronto, Ontario, Canada. Founded by Tony and Dan Mammone in 2005, U-Box-It prides itself on its passion for providing its customers with a quick, efficient and easy to use waste removal service, with a strong emphasis on customer service.

“While most entrepreneurs are thinking inside and outside the box, I focused my efforts on the box itself”, Tony Mammone, innovator of U-Box-IT.

Having been in the disposal industry for more than 30 years, the Mammones knew something had to be done to better enable the customer to dispose of their junk in a more user friendly manner. Their vision was to not only develop a bin that people could pick up from their local retail outlet, but also allow for set up in tight areas (something that cannot be done with the conventional disposal bins). It took 2 years to design and implement and was done for the sole purpose of providing customers with a better alternative for removing their junk.

For more information on the U-Box-It company please visit [www.uboxit.com](http://www.uboxit.com).

### **About the U-Box-It Container:**

U-BOX-IT, a revolutionary new concept in junk removal, was designed specifically for the “Do-It-Yourself” home renovation and clean up. Both lightweight and compact, the U-BOX-IT container was developed to eliminate the large bulky metal containers which take up space.

The versatility of the U-BOX-IT container allows the customer to load the container in the garage, backyard, and tight places such as service elevators in condominiums and apartment buildings.

Measuring one cubic meter, the box is made of recycled material. This waste removal bin can hold up to 1000 pounds and the flat pack can be stored anywhere until the customer is ready to assemble and load it at their discretion.

For more information on the U-Box-It Container, including how it works and where you can purchase it, please visit [www.uboxit.com](http://www.uboxit.com).