



IMMEDIATE RELEASE

ToughStuff scoops NEMEX Renewables Innovation Award 2010

LONDON, UK, April 22nd **ToughStuff** is delighted to announce that it won the **2010 NEMEX Renewables Innovation Award** sponsored by British Gas at this year's **Environment and Energy Awards**.

ToughStuff fought off stiff competition for the award which recognises the individual or organisation that has shown the most innovative approach towards the installation of small scale, embedded renewable energy systems.

ToughStuff were also Highly Commended in The Energy Product/Service Award category sponsored by the Energy Institute. This award recognises companies which have launched a product or service inspired by its sustainable benefits.

The judges said that **ToughStuff** offered "a suitable and economic solution to areas of great need that should have tremendous potential across large parts of the world".

Other category winners at this year's event which had over 600 entries from the UK included companies such as Bovis, JC Stewarts, McDonald's, Tesco and Seacourt.

Andrew Tanswell, Group Chief Executive Officer said "**ToughStuff** is delighted to have received such a strong endorsement of our business and its products. The fact that **ToughStuff** has been successful amongst so many well established companies is a great boost to our business aim of alleviating poverty and improving the environment for millions of poor people in less developed areas of the world".

Donna Bushell, event director, commented: "We've been impressed by the record number of entries again this year. We're delighted to see that so many companies are responding to the low carbon challenge and we're pleased to be able to reward their efforts in this celebration of excellence and innovation." End

Notes to readers / editors:

ToughStuff is a social enterprise which provides very affordable solar-powered products for low income people, replacing expensive and environmentally damaging alternatives. Benefits include a reduction of poverty; a significant decrease in CO₂ emissions; the removal of the environmental damage of discarded batteries; an improvement to health and an increase in micro enterprise employment. Its vision is lifting millions of people out of poverty through enterprise. Its mission is selling products to low-income consumers in the developing world that bring social, economic and environmental benefits.

About NEMEX – National Energy Management Exhibition

The NEMEX awards, sponsored by British gas are part of the annual prestige Environment and Energy Awards organised by Faversham House Group and sponsored by a number of high profile blue chip organisations. More information about the awards can be found at <http://www.sustainabilitylive.com/page.cfm/Link=11/t=m/goSection=1>

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