
New Disc Media Flexes The Laws Of Nature – Cheaper, Thinner and 100% Recyclable

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The New Flex-Lite Disc Media Offers A Green Solution For Consumers: 50% Less Plastic Results In Cheaper Shipping Costs, Making This Disc Very Flexible... Literally.

Phoenix, AZ, June 09, 2008 (PressReleasePoint) -- ProAction Media announced this week that they are debuting a brand new type of Disc that is not only eco-friendly, but also cost-effective. The new [Flex Lite Disc](#) is made using 50% less plastic than regular DVDs, which reduces the carbon footprint for manufacturing by more than 70%. The Flex-Lite Discs are created using a special process where bonders are not necessary, resulting in a Disc that is 100% recyclable.

The new Flex-Lite Disc is incredibly lightweight and is flexible – making it a more durable data storage solution than the traditional [DVD Media](#). ProAction Media created this new disc with consumers in mind: Too often, DVDs are damaged in the mail, and the traditional material used for most discs is very unfriendly to the environment. Now, consumers can feel even better about saving money on their DVD replication needs, thanks to this new durable and eco-friendly material.

“We are all used to green alternatives, which often carry compromises: paying a premium or giving up certain product attributes, as an example.” says Shannon Neal, COO of ProAction Media “ The Flex-Lite Disc actually offers advantages traditional DVDs simply can't: It costs about the same to manufacture. It does not require protective packaging, saving trees, ink and money, and at 50% of the weight - shipping and mailing costs are drastically reduced.” continues Neal.

The company is also providing customers with eco-friendly mailers, featuring soy-based inks. The mailers can be made from recycled materials printed with soy-based ink and are greener solution. This gives customers the option of remaining committed to the environment without having to sacrifice on quality.

Neal makes a final statement: “It is rare when you can become a better steward of the planet AND enjoy added benefits, all while saving money. We are getting excellent feedback from the market, and we are very excited about the new Flex-Lite Disc”

About the Company: ProAction Media was founded six years ago to provide consumers with a comprehensive solution to their disc replication & duplication needs. They specialize in providing unique solutions, not only for DVD and CD materials, but also packaging and mailers. With over 17,000 customers, ProAction Media is quickly taking the lead in the replication & duplication industry.

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