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50ROOTS.com Launches: ‘Made in America’ Products Blend Homegrown Innovation, High Quality With Responsible Business Practices

NEW YORK—Feb. 25, 2014—Since launching in November 2013, 50ROOTS.com has become the premier source for “made in America” products for women, men, children, pets and the home.

“50ROOTS.com was designed to leverage American innovation while supporting local economies, designers and manufacturers,” said 50ROOTS.com co-founder Christa Gray Page. “We’re applying a cutting-edge approach to the principles of sustainability and strong communities.”

50ROOTS.com’s high-quality products are all manufactured by environmentally and socially responsible businesses located in the United States. A significant proportion of products are created using repurposed or upcycled materials.

The idea behind 50ROOTS.com is to tell the story of the small businesses whose products are featured.

“We wanted to give customers as much information as possible — not only about the products, but also about the businesses behind the products, to enable them to make educated purchases,” said co-founder Patrick Page. “Our customers know where the products come from, how they are made, what they are made of — and that they are made responsibly. An awareness of the environmental and social impact of a product is always at the forefront of our purchasing decisions.”

Consumers are driving the demand for “made in America” products. Given a choice between an American-made product and an identical one made abroad, 78 percent of Americans would rather buy the American product, according to a national survey conducted by the Consumer Reports National Research Center.

50ROOTS.com’s products are carefully screened and fully tested in order to ensure only the nation’s finest selection. The company currently sells products created by businesses in more than a third of the U.S. states, with plans to feature at least one item from each of the 50 states.

Among the most popular products are [Alchemy Goods’ Franklin wallets](#) made entirely from reclaimed bicycle inner tubes, [Rewined repurposed wine bottle candles](#) and [Lollacup’s stylish and functional sippy cup alternative](#). 50ROOTS.com offers free shipping on orders over \$50.

After more than a decade in merchandising and product development, primarily in the fashion industry, Gray Page became concerned with the repercussions of outsourcing. 50ROOTS.com was born from the co-founders' desire for high-quality, American-made products developed through responsible business practices.

Patrick Page is a third-generation family business owner with a background in the manufacturing of millwork products. The co-founders are Poughkeepsie, N.Y.-based newlyweds who live their lives according to the same principles they apply to their business.

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In a world dictated by price, where quantity trumps quality and little attention is paid to the environmental and social impact of a product, 50ROOTS.com was born . . . to change it, of course. Finding the best homegrown products. Telling their story. This is what we do.