

Bob Marley's Children Launch Eco-Friendly Product Line

When you think of Bob Marley, you don't necessarily think of coffee, sporting goods and electronics. However, Marley's children have formed a new eco minded company called Marley & Co. that will sell those very types of items.

Products like headphones will be made from hemp, soy beans and aluminum. Clothing will avoid synthetic materials. They also created a sustainable farm in Jamaica to grow environmentally friendly coffee.

Marley's oldest son told the New York Post, "We didn't come to be brand slappers. We have to build it from the start and be part of the creation — it has to reflect who we are as a family."

This won't be the first time Marley's descendants will use their surname to make a living. As long as the products are in line with the icon's ethics, they don't mind building the Marley brand to include anything and everything outside of music.

In the past, the family has donated some profits from their companies to various charities. Perhaps Marley & Co. will do the same. - www.ecorazzi.com