



OUR STORY

U•Konserve waste-free lunch kits and other reusable lunch-packing products were a natural outgrowth of what two women saw as a critical need that required immediate attention. With the premise that any business they undertook had to help the environment, it didn't take much imagination to see how they, as parents of young children, were contributing to landfills and pollution, and sending the wrong message to their own children. Calculating the amount of lunch trash being produced each day at their own schools was the impetus to researching reusable products that would dramatically reduce waste. Focusing on how school lunch programs operate opened their eyes and propelled them to start their company.



Lynn Julian
Co-Founder

Lynn began her career with an institutional financial advisor, and later transitioned to Senior Vice President at a mutual fund company. In her new role, she grew the financial services organization to over 100 branches nationwide, and recruited and managed over 500 brokers and advisors. She left the firm to raise her children, and it was at this time that Lynn became increasingly aware of the tons of lunchtime trash that was being added to landfills every year. As a result, in 2008 she partnered with her co-founder, Chance, to address the pressing issue, and Kids Konserve was born. Lynn and Chance have managed to create a perfect balance of running a business together in two different locations. It has been an evolving process that has naturally fallen into place and managed to work just right. Lynn manages all aspects of the financial, legal, systems and technology areas of the company along with overseeing sales and operations.



Chance Claxton
Co-Founder

Chance was an original team member for the launch and positioning of Design Within Reach (DWR), a contemporary retail furniture company with a nationwide presence. Prior to that she co-launched Pentimento, an architectural series of ceramics designed by Michael Vanderbyl. She has also been a consultant for merchandising and marketing for start-up companies. After the birth of her daughter in 2003, the onset of 'stress' about the state of our environment began. Chance postponed her desire to publish a children's book about conservation, and partnered with her good friend to create a product line that would educate children and their parents on the importance of 'reuse'. She hopes that U•Konserve will be a pro-environmental force that will inspire and educate others. Her expertise: Product development and design, marketing strategy and branding, manufacturer communication and compliance, inventory management, and special projects.