



## NEWS RELEASE

Contact: Sam Baumgarten

404-874-7675; sbaumgarten@baumgartens.com

### **BAUMGARTENS LAUNCHES TABLET HOUSEHOLD CLEANERS BREAKTHROUGH AT ALL THINGS ORGANIC CONFERENCE & TRADESHOW**

*Eco-Friendly Conserve Cleaners to Revolutionize how Household Cleaners are Packaged, Sold and Used*

**CHICAGO, June 15, 2009** – Baumgartens announces an innovative range of new cleaners under its environmentally friendly brand CONSERVE® that is sold in tablet form with consumers adding water once ready to use. The breakthrough Conserve Cleaners compete with national brands but are significantly more cost effective than any other environmentally friendly cleaners on the market today. “For the first time environmentally friendly equals better value compared to similar national brands because of our innovative product concept,” said Clive Roux, chief marketing officer, Baumgartens.

The full range consists of a glass and window cleaner, multi-surface cleaner, bathroom cleaner, and odor eliminator. Conserve Cleaners cost up to 50 percent less than other green cleaners, and up to 40 percent less than national brands of conventional, spray-bottle, liquid cleaners. According to lab tests, the patented tablet technology dissolves fully and competes with green and non-green liquid cleaners alike.

“We are able to achieve these cost-savings for consumers because our products have eliminated the heaviest ingredient in household cleaners...water,” said David Baumgarten, vice president, Baumgartens. “Without water to weigh down the product, we lower shipping weight by 85 percent and use 75 percent less space as each empty bottle comes with four tablets...the equivalent of four full bottles of conventional liquid cleaner! Further, conventional cleaner equivalents would require eight trucks versus just one for ours, not to mention all the equipment, time and energy needed to load and unload those trucks.”

“In addition to transportation, space and time savings that result in significant pollution reductions, we are able to eliminate 75 percent of waste...in other words, 3 bottles from landfills for every product shipped!” said Roux.

Conserve Cleaners make a contribution at every level of the EPA’s Resources Conservation Challenge’s “7R’s of Packaging” by removing, reducing, reusing, using renewable and recyclable packaging and cost savings.

(more)

*Baumgartens Launches Conserve Cleaners*

*Page 2 of 2*

“To reiterate, our cleaners create environmental savings at every step in the product lifecycle such as lower shipping costs, 75 percent less warehouse space, 75 percent less shelf space, significant cost savings for the consumer, 75 percent less waste in landfills and meet the EPA’s Design for Environment (DfE) earth friendly chemicals standard,” said Roux.

Baumgartens CONSERVE® brand also includes compostable and biodegradable plates, cups and tableware made from sustainable sugar cane fiber and corn starches, environmentally friendly recyclable Plastibands® and pump action Flashlights that do not use batteries.

Baumgartens is a woman-owned family business supplying unique, innovative products to the school, home and office market that make a difference to thousands of retailers and wholesalers across the U.S.A. Baumgartens successful environmental program, business paradigms, flexible programs and award-winning customer service are unrivaled in the office supply industry. As part of its 2007 *Green Initiative*, the company planted thousands of trees and has offset hundreds of thousands of pounds of harmful greenhouse gasses. The company aims to be 100% carbon neutral by 2015. For more information, visit [www.baumgartens.com](http://www.baumgartens.com)

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