



## NEWS RELEASE

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### **EPA APPROVES BAUMGARTENS AS A 'DESIGN FOR THE ENVIRONMENT' MANUFACTURING PARTNER**

*Conserve Brand Glass and Window Cleaner is First Tablet Cleaner to Earn the DfE Label*

**ATLANTA (September 14, 2010)** – Baumgartens, a family business that manufactures people- and planet-friendly products, announced that the U.S. Environmental Protection Agency (EPA) recognizes the company as a partner in the EPA's Design for the Environment (DfE) Safer Product Labeling program.

The DfE label is recognized by retailers and consumers as a mark for products that are healthier for people and better for the environment. Conserve® Glass and Window cleaning tablets can now carry the DfE logo ensuring that the ingredients include safer chemistry which means no harmful ingredients like bleach, ammonia or acids are used in this product.

"Becoming a voluntary EPA partner in the DfE program means that Baumgartens is committing to continually improve products and reduce risk to users and the environment," said David Baumgarten, vice president. "What's really special about our innovative cleaning tablets is that aside from safer ingredients, these little tabs represent a massive reduction in CO2 emissions and use of fossil fuels."

One truckload of Conserve Cleaning Tablets (four tablets with bottle) is equal to six truckloads of traditional and green liquid cleaners. "The difference is dramatic when we calculate a truckload of our retail consumer version which eliminates the plastic bottle altogether," said Baumgarten. "One truckload of our retail consumer tablets calculates to 14 truckloads of liquid cleaners off our roads! This is about so much more than our ingredients. Aside from the cost reduction for shipping these light-weight cleaners, environmental benefits include using 1/10<sup>th</sup> the fossil fuels, decreasing CO2 emissions, and dumping fewer plastics into landfills."

DfE is a voluntary partnership program of the EPA that began in 1992. The program recognizes products which are effective and exhibit safer chemistry.

"In an independent lab study, Conserve Glass & Window cleaning tablets were just as effective as the leading national brand," said Baumgarten. "Our products also cost less than all other conventional and green brands out there. You get a full gallon of cleaner with one package which includes a reusable spray bottle and four tablets! Simply add tap water to make four full 32-ounce bottles of cleaner. This is a big win for consumers who want to save money and use household products that are better for their health and the environment."

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## **Baumgartens Gains DfE Partnership**

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Baumgartens is a woman-owned family business supplying unique, innovative products to the school, home, office, and janitorial/sanitation markets 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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