



NEWS RELEASE

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BUSINESS SOLUTIONS ASSOCIATION AWARDS CONSERVE CLEANERS WITH GREEN INNOVATION PRODUCT OF THE YEAR

Baumgartens Captures Second Green Award in 2010

ATLANTA (NOVEMBER 8, 2010) – [Baumgartens](#), a family business that manufactures people- and planet-friendly products, receives this year's Green Innovation Award given by [Business Solutions Association](#) (BSA) to companies that have the most innovative products, display, promotion, policy or idea as judged by BSA's worldwide audience and membership.

Baumgartens [Conserve® Cleaners](#) was the winner in the new green innovation category alongside [3M](#), a multi-billion dollar company with 35 business units worldwide, which was chosen for its technical innovation in the standard business products category.

BSA judges include senior representatives from [S.P. Richards](#), a wholly owned subsidiary of the Genuine Parts Company (GPC:NYSE) and leading wholesale distributor of business and office supplies, and [United Stationers](#), a leading North American wholesale distributor of business products.

"BSA believes strongly in recognizing innovation and has done so for many years," said Joe Templet, BSA president and senior vice president of Trade Development at United Stationers. "This year we created a new category for green products to recognize those products or ideas that help our environment. We are pleased to honor Baumgartens for this new award with its environmental impact. We are also pleased to honor 3M for their technological innovation."

Conserve Cleaners, a unique, tablet-based cleaning line for households and businesses, are packaged with one reusable spray bottle and four tablets. When ready to use, simply add tap water to make four full 32-ounce bottles of cleaner which amounts to a full gallon of cleaner. Without the heaviest ingredient, water, these tablets are just a fifth the weight of traditional and green liquid cleaners alike.

"Conserve Cleaners hits the mark for achieving our vision to support products with high standards, best practices and technological advances for the marketplace," said Jim O'Brian, senior vice president of marketing at S. P. Richards. "These cleaning tablets save the consumer more than other liquid cleaners, work as well, are green and provide the best logistics saving of any cleaner worldwide. One truckload of a 12-count box of Conserve tablets is equal to 78 truckloads of some liquid cleaners. I call that outstanding savings, a real disruptive technology and a true innovation!"

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Baumgartens Wins BSA Green Award

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In an independent lab study, Conserve Glass & Window cleaning tablets were just as effective as leading national brands. "Along with the reduction in cost for shipping these light-weight cleaners, our products will retail for less than all other conventional and green brands out there," said David Baumgarten, vice president.

The Business Solutions Association is comprised of manufacturer representatives, wholesalers and manufacturers whose mission is to provide a forum for the development of strategic and synergistic solutions to enhance the sale and distribution of business related products and services. BSA provides a forum for networking, education and innovative ideas. The organization strives to develop high industry standards, best practices and technological advances to promote the growth and success of the industry.

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 our websites at www.baumgartens.com and www.conservebrand.com.

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