



NEWS RELEASE

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OFFICE PRODUCTS INTERNATIONAL PRESENTS BAUMGARTENS WITH THE ENVIRONMENTALLY-FRIENDLY PRODUCT OF THE YEAR AWARD

Conserve Cleaners Recognized at the North American Office Products Awards

MIAMI (JULY 7, 2010) – [Baumgartens](#), an Atlanta-based family business that manufactures people-and-planet-friendly products, is honored as the Environmentally-friendly Product of the Year at the inaugural North American Office Products Awards (NAOPA) ceremony. [Office Products International](#) (OPI) in association with [S.P. Richards](#) hosted the Grammy-like gala in Miami and awarded the title and trophy to Baumgartens [Conserve® Cleaners](#) over four other finalists.

“What the judges saw during their review of the products in the environmentally-friendly category, which included billion dollar brands, is that Conserve Cleaners is an actual green innovation,” said Steve Hilleard, CEO, OPI and Chairman of the judging panel. “The eco-friendly aspect of the product ingredients itself are comparable to other established green cleaners but none of those products can touch the serious logistical benefits and cost-savings the wide use of this product would have on the environment when compared ounce by ounce to any other liquid cleaner in the world.”

“If Wal-Mart was to carry our product, the company would immediately exceed their 5 percent sustainable packaging reduction goal...we are offering over 90 percent packaging reduction!” said David Baumgarten, Vice President. “With our newest 12-tablet packaging, one truckload of Conserve Cleaners would take up to 76 trucks of liquid cleaners off our roads...think of the many thousands of gallons of fossil fuels saved and tons of CO2 emissions not contaminating our atmosphere!”

The six-month nominating process and judging saw over 250 submissions from the U.S. and Canada for eight categories. The international judging panel included 30 leading players in the independent office products dealer channel.

Conserve Cleaners are a unique, tablet-based business and household cleaning line that includes 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 in one package. Without the heaviest ingredient, water, one truckload of Conserve Cleaning Tablets in this package is equal to six truckloads of traditional and green liquid cleaners alike.

“Conserve Cleaners has elevated our view of what’s possible for liquid cleaners...that it doesn’t have to be sold in the same conventional form we’re used to,” said Chris Whiting, Vice President CBS & Healthcare, S. P. Richards. “These light-weight cleaners will mean substantial reductions in freight costs and significantly eliminate the volume of bottles going to landfills.”

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Baumgartens Wins OPI Award

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In an independent lab study, Conserve Glass & Window cleaning tablets were just as effective as leading national brands. “Furthermore, our products will retail for less than all other conventional and green brands out there,” said David Baumgarten, vice president. “This is a big win for consumers who want to save money and use effective household products that are better for their health and supports a sustainable environment.”

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. Since 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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