



Design for the Environment Publicly Lauds Earth Friendly Products for Its Eco-Consciousness

Cleaning Product Manufacturer Recognized by the EPA for Its Environmentally Friendly Formulations

Garden Grove – January 12, 2009 – The Environmental Protection Agency has officially recognized Earth Friendly Products for its commitment to the development and production of environmentally friendly household and commercial cleaning supplies. The company's Design for the Environment (DfE) certification has now been publicly acknowledged with the addition of Earth Friendly Products to the EPA's list of "Formulator Partners and Recognized Products." Such a designation affirms that the DfE has commended Earth Friendly for its leadership in designing products that are good for both its business and the environment.

Visitors to the EPA's Design for the Environment site will find Earth Friendly Products listed under the Consumer Cleaning Products category. The specific Earth Friendly Products that have been federally recognized as environmentally conscious are Dishmate Grapefruit, Orange Plus Ready to Use, Parsley Plus, Toilet Kleener, Wave Auto Dishwasher Gel, Wave Jet, Window Kleener with Lavender and Window Kleener with Vinegar. These items, however, aren't the only eco-conscious ones Earth Friendly Products manufactures.

Luke Bobek, Director of Industrial & Institutional Sales at Earth Friendly Products, explains, "We presently produce over three dozen kitchen, bathroom, laundry, general, personal care and pet cleaning products, each one absolutely safe for people, pets and the environment." These aforementioned products are, however, the ones that have earned Earth Friendly Products bragging rights as the only commercial cleaning products Champion Partner of the EPA's DfE program.

What does a DfE listing on the EPA's Website and a DfE label on Earth Friendly Products' inventory mean for consumers? "This mark allows consumers to quickly identify and choose products that can help protect the environment and are safer for families. When [a consumer] sees the DfE logo on a product, it means that the DfE scientific review team has screened each ingredient for potential human health and environmental effects and that – based on currently available information, EPA predictive models and expert judgment – the product contains only those ingredients that pose the least concern among chemicals in their class," the Design for the Environment Website clarifies.

John Vlahakis, President of Earth Friendly Products, enthuses, "We've known about our Design for the Environment partnership status since September 2008. With that honor now being publicly revealed on the DfE Website, everyone knows. We couldn't ask for a more pride-inducing recognition."

Consumers who are committed to using cleaning products that meet the EPA's DfE guidelines can see Earth Friendly Products' Formulator Partners and Recognized Products inclusion online at <http://www.epa.gov/dfe/pubs/projects/formulat/formpartc.htm#ccleaners>. Interested media may arrange a meeting with Earth Friendly Products' management by calling (772) 633-8337.

About Earth Friendly Products

Earth Friendly Products is the leader in the development and production of environmentally friendly cleaning supplies for household and commercial use with over 150 products distributed and sold in the USA, Canada, Europe, South America and Asia. All Earth Friendly Products are created with only replenishable and sustainable plant-based ingredients that are safe for people, pets and the planet. The company proudly adheres to its strict "Freedom Code" in the manufacture of all its products. Earth Friendly Products is the recipient of the 2008 EPA Stewardship (SDSI) Award, 2007 PETA Progy Award for Best Line of Cruelty-free Household Products and the Natural Home Magazine's "Readers' Choice Award" for Best Eco-Friendly Cleaning Products