



**LIVE FREE.
LIVE GREEN.**

WWW.ECOS.COM

Our Green Manifesto

A Call to All Citizens!

Resolved: We will restore a healthy ecology to the planet.

“Ecological Restoration will arrive hand-in-hand with the right to life, liberty and the pursuit of happiness.”



Because the quest for ecological restoration and prosperity brings our interdependence as human beings boldly to the surface, we will maintain a clear bias towards the middle classes, recognizing our nation has allowed this workhorse to lose economic ground.

Ergo, we at Earth Friendly Products have made these internal commitments:

We are a U.S. company and will continue to hire locally for our four manufacturing centers across America (Illinois, California, Florida & New Jersey,) grateful that many families have worked for us for many generations. We do not rely on outside people, but sustain our own manufacturing, protecting good-paying domestic jobs.

We will do everything we can to sustain a strong quality of life for our employees including pay raises that go beyond the rising cost of living. These efforts include encouraging our employee organic gardens.



Corn in our New Jersey garden, spring 2007

We will continue, among our employees and families, to **encourage seemingly mundane but vitally important habits:** car-pooling, the use of public transportation and bicycling to work and school. If one of the communities we work in does not have a recycling program for businesses, we have and will establish our own.

We believe that:

The quest for ecological restoration will create jobs in the industrial and service sectors

Purchasing from local businesses consumes less shipping fuel, and boosts local economy by bringing tax and spending dollars into a given area

Limited, ethical government comes from local involvement

And we will support legislation that encourages energy independence, good jobs and business opportunities, and all legislation in support of ecological restoration. We have been called on to submit phosphate free products for state-level testing and to testify in state senates, and will continue to be politically active in our cause.

As a family-owned and operated company, we have tremendous control over our products. It makes us nimble - we can react to inspiration, solve problems and use our own eyes, ears and noses to quality control. We quality control ingredients before we make them into a product. Each batch is carefully monitored and a reserve is kept on file for reference. We know how fast or slow our products age, how stable they are on the shelf and in customers' homes. We think every company that sells natural cleaning products should make their own; there is no other way to control products' quality. Because we do (and of the top three, only one other green cleaning company makes their own, and they are based in Belgium,) we are able to search out new, closer sources for ingredients.



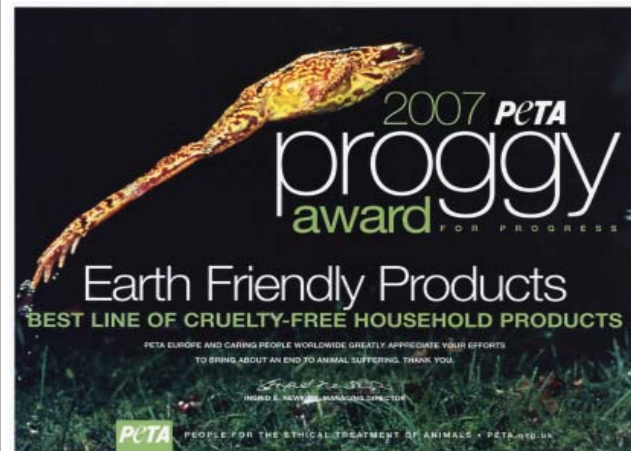
The Original Earth Friendly Products, since 1989

We acknowledge that as a manufacturer of green cleaning products, we have an example to uphold for integrity and purity. We pledge to:

... continue to create formulae with only replenishable ingredients. We will not use petrochemical, non-ionic ingredients, have never, and will not tolerate other cleaners calling themselves green yet relying on this unsustainable, non-renewable resource.

... continue to set the highest standards for purity among our peers. We have begun to use as many N.O.P. certified organic essential oils available, and will work to search out more. Our remarkable and unequalled essential oil scents are pure, real, 100% natural and the result of hundreds of man-hours in research and development.

... ensure every product is cruelty free and 100% biodegradable



(and we've got the 2007 Proggy Award to prove it!)

... continue to provide formaldehyde-free products, and set the example as the only formaldehyde-free green cleaners made in the U.S.

... make certain each product has a safe, neutral pH, same as human skin

... employ every energy saving method currently available including the re-use of water, solar panels and recycling all packing materials.

... guarantee containers & lids are recyclable, and paper has 80% post-consumer content

... continue with Green Star Certification, until all our products are fully certified (Wave Gel, Window Kleeners and Orange Plus RTU are certified; Fruit & Vegetable Wash, Ecos & Dishmate are pending.)



... ensure parity with conventional cleaners. This includes price (we have **lowered our prices** year after year **and will continue** to find ways to cut costs at a manufacturing level) and in product performance (proved through regular third-party testing.)



 on recycled paper

Our in-house initiatives include: Packing kernels made from recyclable corn. Recycled cardboard only. Pure distilled water for all products. Domestically sourced ingredients; increasingly, we are able to source from farmers. We recycle wastewater in different ways; after production water is refined via a process of osmosis, it is re-used for washing floors. We are connecting plants to solar panels to take them off the grid. We make our own bottles, reducing waste and outside costs. Whenever a biodegradable container comes on the market, we test it to see if we can use it.