

From: Nancy Trent/Pam Wadler  
Trent & Company, Inc.  
594 Broadway, Suite 901  
(212) 966-0024  
pam@trentandcompany.com

**For: Earth Friendly Products**

**FOR IMMEDIATE RELEASE**

**EARTH FRIENDLY PRODUCTS BECOMES APPROVED VENDOR TO GREEN  
HOTELS ASSOCIATION**

– Named the preferred green cleaning products manufacturer of the association –

**ADDISON, III.** – October 7, 2010 – Earth Friendly Products ([www.ecos.com](http://www.ecos.com)) is pleased to announce a new partnership with the Green Hotels Association. Earth Friendly Products will serve as an ally member and approved vendor for the organization as the only Green Hotels Association approved cleaning products vendor and manufacturer of 100% sustainable, plant-based products.

"We are excited to be a part of the Green Hotels Association's efforts to provide a more environmentally-friendly lodging experience from housekeeping to HVAC," says Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. "Green-savvy consumers recognize the Earth Friendly Products name and will appreciate staying in establishments that also recognize our quality. We already have many lodging venues using our products to replace aerosols and higher-priced, toxic cleaners."

Earth Friendly Products, like the Green Hotels Association, embraces a holistic, environmentally friendly approach to cleaning. As a vertically green company, Earth Friendly Products demonstrates a commitment to being environmentally responsible that goes beyond its products. Three of five manufacturing plants are solar powered, four of the factories have been remodeled by a LEED certified architect and, as a company, Earth Friendly Products is 95% waste-free.

The Green Hotels Association provides information and guidance on a holistic approach to "greening" the lodging industry. Member hotels have realized substantial savings by instituting programs that reduce water consumption, energy usage, and waste as well as using

- more -

**GREEN HOTELS ASSOCIATION 2-2-2**

environmentally-preferred cleaning products and paper goods. Additionally, the Association links environmentally concerned consumers with the lodging industry with a list of participating hotel members available on the company's website ([www.greenhotels.com](http://www.greenhotels.com)).

For more information about Earth Friendly Products, visit [www.ecos.com](http://www.ecos.com).

### **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 manufactured, 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", a list of harmful and toxic ingredients that are not found in any its products. Earth Friendly Products has proudly received the 2009 Green Patriot™ Green 100™ Designation and the Champion level recognition from the US EPA through the Design for the Environment (DfE) Program's Safer Detergents Stewardship Initiative.

### **About Green Hotels Association**

The Green Hotels Association splashed onto the national landscape in 1993 with the simple idea of asking guests if they wanted to use their towel more than once. Today, the Association addresses a multitude of environmental opportunities in the lodging industry, from the signature towel initiative to promoting water-saving devices such as toilet-tank fill diverters.

###

**EDITOR'S NOTE:** For more information about Earth Friendly Products, or to speak with Vice President Kelly Vlahakis-Hanks, please contact Nancy Trent or Pamela Wadler at (212) 966-0024.