



FOR IMMEDIATE RELEASE

CONTACT:

Angelyssa Granillo

angel@ideahall.com

714.263.8743

Earth Friendly Products® Awarded U.S. EPA's 2019 Safer Choice Partner of the Year

Leading green cleaning products company is honored for its commitment to creating safer products for consumers

Cypress, CA (September 26, 2019) – [Earth Friendly Products®](http://www.earthfriendlyproducts.com), the maker of ECOS® environmentally friendly cleaning products, has been named a 2019 Safer Choice Partner of the Year by the U.S. Environmental Protection Agency. The manufacturer of plant-powered laundry detergents and cleaners has earned the honor for its outstanding achievement in the design and manufacture of products that are safer for families, pets, workplaces, communities, and the environment. The award was presented during a public ceremony on September 25, 2019, at the Ronald Reagan Building and International Trade Center in Washington, DC.

This award marks the third time that Earth Friendly Products® has earned the prestigious Safer Choice Partner of the Year designation since the program began in 2015. Earth Friendly Products® was also the first manufacturer to feature the Safer Choice logo on its packaging and has been an active participant in the EPA's safer ingredients programs since 2008.

Earth Friendly Products® offers over 140 ECOS® products that are certified Safer Choice. To qualify for the Safer Choice label, a product must meet EPA's Safer Choice Standard, which includes stringent human and environmental health criteria. In fact, Earth Friendly Products® offers more Safer Choice-certified products than any other manufacturer.

The Safer Choice logo, featuring an icon of a home and family, enables consumers to quickly and easily find products that are made with safer ingredients. Safer Choice certification requires ingredient disclosure, which helps shoppers make informed choices at the point of purchase. In addition to safety, Safer Choice logo also certifies that the product has met high standards for performance.

"Earth Friendly Products® is recognized as an outstanding 2019 Safer Choice Formulator-Product Manufacturer and has been a Safer Choice partner since 2008," the EPA noted in its announcement of the award. "Seventy-three percent of the company's entire product line has earned the Safer Choice label and Safer Choice values its dedication to formulating products with safer ingredients."

Earth Friendly Products® Awarded U.S. EPA's 2019
Safer Choice Partner of the Year

"As a family-owned and –operated company, we understand how important safer ingredients are for keeping families healthy," says Earth Friendly Products® president and CEO Kelly Vlahakis-Hanks. "We're very honored that the U.S. EPA has recognized our commitment to making safer products for the home more accessible."

This award marks the third time that Earth Friendly Products® has earned the prestigious Safer Choice Partner of the Year designation. Earth Friendly Products® was the first manufacturer to feature the Safer Choice logo on its packaging and has been an active participant in the EPA's safer ingredients programs since 2008.

A leader in safer consumer products and sustainable manufacturing, Earth Friendly Products® is the first company in the world to have achieved the "trifecta" of carbon neutrality, water neutrality, and TRUE Zero Waste Platinum certification. The company uses 100% renewable energy to make its ECOS® green cleaning products at its facilities located in California, Washington, Illinois, and New Jersey.

ABOUT EARTH FRIENDLY PRODUCTS®

Family owned and operated since 1967, Earth Friendly Products® is the maker of ECOS® Laundry Detergent and over 200 other environmentally friendly products that are safer for people, pets and the planet. Made with plant-powered ingredients, ECOS® cleaners are thoughtfully sourced, pH balanced, readily biodegradable, easily recyclable, and never tested on animals. Over 140 ECOS® products have received the coveted U.S. EPA Safer Choice certification, which means that every ingredient is the safest in its class and that formulations are effective and demonstrate sustainability without sacrificing quality or performance. ECOS®, Baby ECOS®, ECOS® for Pets and ECOS® Pro cleaners are available at major club and grocery retailers and natural foods stores throughout the U.S., in over 60 countries and at ecos.com, babyecos.com and other online retailers.

###