



PRESS RELEASE

For Immediate Release

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simplyneutral® Introduces “Waterless” Line of Cleaners

New shipping options and line of concentrates save money and resources

BECKER, Minn. – December 1, 2008 – simplyneutral, LLC, announced today that it launched a new line of “waterless” household cleaners. The line includes three new concentrated options and a new method of shipping products online.

The new line of concentrated cleaners gives consumers the option to mix and refill their own allpurpose, no-VOC glass, and stainless steel cleaners. The concentrated versions are available in fiveounce containers and refill a 32-ounce bottle six times.

“We wanted to come up with a more eco-friendly and cost-saving method of offering our products,” said simplyneutral co-owner Maggie Mohs. “Shipping water didn’t make sense from a sustainability perspective. Shipping smaller packaging saves fuel resources and decreases our collective carbon footprint. It also promotes reuse of our bottles.”

The company packages its cleaners in 100 percent post-consumer recycled plastic bottles, which use 80 percent less energy to produce.

In addition to the new concentrated cleaners, the company also offers a new “waterless” shipping method for products purchased online. Each of simplyneutral’s 32 oz. products can be purchased premixed or “waterless.” The waterless version only contains a small amount of the concentrated cleaner in an otherwise empty bottle. The consumer fills the bottle with water when it arrives. Buying the products this way saves the consumer in shipping costs. For example, shipping three 32 oz “waterless” cleaners costs \$4.35 less than shipping premixed cleaners.

“Most of our retail stores are in Minnesota. But, we have a very loyal following of customers throughout the United States,” said Mohs. “The waterless shipping method makes it more economical for those customers to purchase our products. And, it’s just another way we can lower our usage of fuel. Lighter packages are better for everyone.”

About simplyneutral

simplyneutral develops natural, non-toxic cleaning products that are bottled in 100 percent postconsumer recycled packaging. The cleaners contain no petroleum-based or synthetic ingredients and are free of dyes, fragrances, and volatile organic compounds (VOCs) that cause indoor air pollution. As a result, the products are safe for people with allergies, asthma, and multiple chemical sensitivities.
