Earth Friendly Products Timeline

Established in 1967 as Venus Laboratories

Earth Friendly Products brand created and introduced in 1989

1st plant-based cleaning products introduced to retail market

#1 National Green Brand by 2007
Company Flagship - ECOS

Home of the #1 Selling Environmentally Preferable Laundry Detergent

#1 in the US 2007 - 2014
#1 in Canada 2009 - 2014
Much More than Just ECOS…

Comprehensive Product Offering:
Green Alternatives for Every Cleaning Application
1) We use only 100% sustainable, plant-based ingredients

2) No synthetic perfumes or dyes*

3) No petrochemicals or phosphates

4) Non-toxic

5) pH balanced

6) Grey-water and septic safe
Solar panels provide each of our 5 factories with 70% of their energy requirements; IL, NJ, FL, WA and CA.

We purchase the remaining 30% from “Renewable Choice Energy”, which provides energy harnessed from only wind, sun, water, and other renewable sources.

After 3 years of actively greening our facilities and manufacturing processes, we are now able to claim that the operations of our company are now **Carbon Neutral**.

We can now make the claim that all of our products are now made with 100% Green Energy!
Why the EFP Brand Does Well

1) **Price Point:** Aggressive price point attracts customer

2) **Environmental Claims & Names on Front Label:** The price point attracts the customer, when they realize it is a green product it is a fast double positive

3) **Official Green Certification (EPA DFE & USDA BioPreferred):** Legitimizes the product as green, eliminates fear of being “green-washed”

4) **Purchase:** Price + Label + Certification = Purchase

5) **Efficacy:** They use the product, it works, they like it, THEY REORDER
Unlike other green brands, Earth Friendly Products is a primary manufacturer, eliminating an entire tier of cost.
Diverse Brand Visibility

ACTIVE IN THE MOST MARKETS
Natural Health – Grocery- Hardware - Office Supply - Big Box
Janitorial – Hospitality - Industrial - Foodservice
All-Purpose Cleaners

RTU Parsley Plus 32oz - PL9746/32
RTU Orange Plus 32oz - PL9706/32
1:128 Orange Plus Gallon - PL9748/04

Cleaning Applications: Countertops, sinks, stove tops, bathtubs, toilets, desks, tables, bars, slot machines, automobiles, floors and more!

Key Markets: Foodservice, Coffee Shops, Offices, Hospitality, Schools, and Casinos
Glass Cleaners

RTU Vinegar 32oz - PL9300/32
RTU Lavender 32oz - PL9301/32
RTU Orangerine 32oz - PL9362/32
1:128 Orangerine Gallon - PL9962/04

Cleaning Applications: Windows, mirrors, windshields, glass furniture, phone screens, glasses, Plexiglas and more!

Carpet & Floor Care

RTU Floor Cleaner 32oz – PL9725/32
RTU Stain & Odor 32oz – PL9707/32
1:128 Orange Plus Floor Clnr Gallon – PL9448/04
1:128 Neutral Floor Clnr Gallon – PL9326/04
1:40 Carpet Shampoo Gallon – PL9766/04

Cleaning Applications: Carpets, rugs, upholstery, offices, warehouses, manufacturing plants, transportation terminals, car dealers, automotive shops and more!

Key Markets: Offices, Hospitality, Health Care, Schools, Day Care, Municipalities, Exhibit Halls, Contract Cleaners
Air & Fabric

RTU EcoBreeze Lemongrass 32oz - PL9837/32
1:64 EcoBreeze Lemongrass Gallon - PL9337/04

Cleaning Applications: Drapes, upholstery, bedding, carpets, rugs, automobiles, clothes, hallways, closets, bathrooms, kitchen, office, pet areas, garbage areas, workout areas and more!

Key Markets: Hospitality, Healthcare, Contract Cleaners, Transportation - Auto Dealers, Auto Rental, Train Companies, Bus Companies
Polishes

RTU Stainless Steel Clnr & Polish 32oz – PL9330/32
RTU Furniture Polish & Conditioner 32oz – PL9731/32

Cleaning Applications: Furniture, church pews, desks, wood trim, wood bars, wood pianos and more!

Key Markets: Hospitality, Foodservice, Offices, Schools, Libraries, Churches, Furniture Manufacturers, Furniture Stores, Contract Cleaners, Municipalities

Cleaning Applications: Elevators, escalators, kitchen equipment, drinking fountains, kick plates, manufacturing machinery, baggage claim areas and more!

Key Markets: Hospitality, Foodservice, Health Care, Schools, Manufacturing, Transportation, Airports, Appliance Stores, Entertainment Venues, Contract Cleaners, Municipalities
Specialty Cleaners

White Board Cleaner 17oz – PL9868/06
Toilet Bowl Cleaner 24oz – PL9703/12
Earth Enzymes 2LB – PL9704/12
RTU Graffiti Remover 32oz – PL9347/32

Green Alternatives for Every Cleaning Application!

Key Markets: Hospitality, Offices, Foodservice, Health Care, Schools, Manufacturing, Transportation, Airports, Appliance Stores, Entertainment Venues, Contract Cleaners, Municipalities
Dishwashing Liquid

**Cleaning Applications:** Dishmate for manual and Wave for automatic washing of pots, pans, utensils, cups, dishes...

**Key Markets:** Hospitality, Foodservice, Schools, Prisons, Offices, Municipalities

- Dishmate Pear 25oz - PL9720/12
- Dishmate Grapefruit 25oz - PL9722/12
- Dishmate Free & Clear 25oz - PL9721/12
- Dishmate Almond 25oz - PL9700/12
- RTU Fruit & Veg Wash 32oz - PL9735/32
Hand Soaps

Lemongrass Hand Soap 17oz – PL9664/06
Lavender Hand Soap 17oz – PL9665/06

Cleaning Applications: Hands, face or body wash.

Key Markets: Offices, Country Clubs, Hair Salons
Laundry

ECOS Laundry Magnolia 50oz - PL9750/08
ECOS Laundry Magnolia 100oz - PL9888/04
ECOS Laundry Free & Clear 50oz - PL9764/08
ECOS Laundry Free & Clear 100oz - PL9889/04
OXOBrite Bleach Alternative 8.5LB - PL9892/04

Cleaning Applications: For use in high-efficiency and standard washing machines.

Key Markets: Hospitality, Health Care, Prisons, Firehouses
Urinal Products

UniTab Pink Over-drain – PL3625/12
UniTab Pink Tri-flex – PL2625/12
Non-Para

Cleaning Applications: Urinals

Key Markets: Foodservice, Gas Stations, Rest Areas, Manufacturing, Offices, Airports, Entertainment Venues, Gyms, Exhibit Halls
Thank You!

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