



# Earth Friendly Products

PROLINE COMMERCIAL OVERVIEW

2014





# Earth Friendly Products Timeline



venus laboratories inc.

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





# Our Unique Formulas

- 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





## Made With 100% Green Energy



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



Recognized for Safer Chemistry

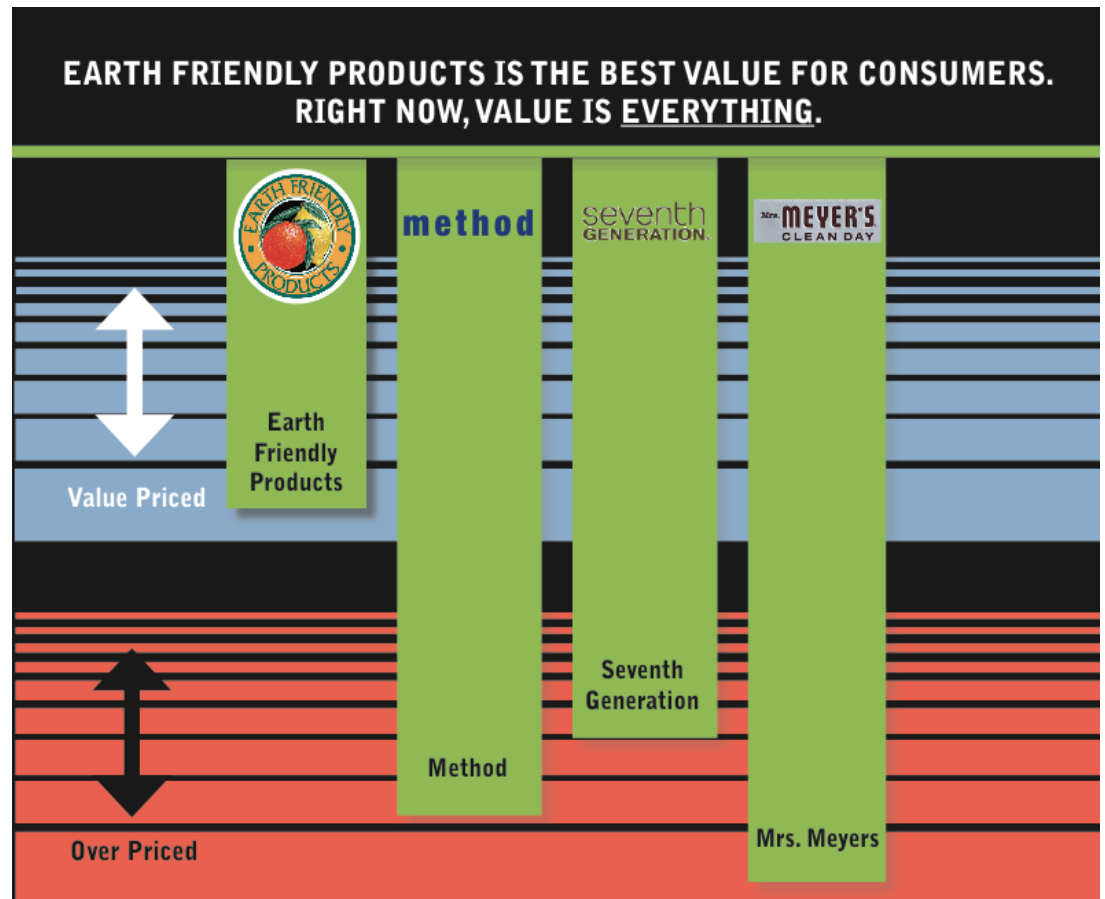




# NATIONAL GREEN BRANDS

## Direct Competitors

Unlike other green brands, Earth Friendly Products is a *primary manufacturer*, eliminating an entire tier of cost.







# Diverse Brand Visibility

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## 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!

**Key Markets:** Offices, Foodservice, Hospitality, Schools, Healthcare, Contract Cleaners, Municipalities, Auto Dealerships, Glass Trades - Windshield Installation, Window Installation, Mirror Installation.





## 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



**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**



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

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







# 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

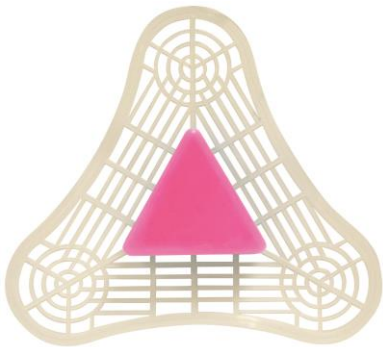




# Urinal Products



**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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