



Brite Happenings

A newsletter from the makers of
EZ Brite Brand Products
October 2008

Planet Friendly ~ It Matters

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EZ Brite Brands, Inc. is a consumer products company that develops and manufactures natural, sustainable, food-safe cleaning products for the kitchen. We have committed ourselves to using the "right ingredients." Choosing the right ingredients means our solutions return to the environment without leaving a footprint of waste in their path.

Our Products:

Our product family is growing...currently available from EZ Brite:



- Penny Brite Copper Cookware Cleaner, Paste & Gel
- EZ Brite Stainless Steel Cookware Cleaner, Paste & Gel
- EZ Brite Cooktop Cleaner



EZ Brite Multi-Surface Scrubs



NEWEST PRODUCT - JANUARY 2009
EZ BRITE GRILL & OVEN CLEANER ~ Planet Friendly!!!

About Us



It all began with a little copper tea kettle....

EZ Brite Brands began with the development of Penny Brite. Mr. Kennerson purchased a copper tea kettle for his wife just after WWII. She was having trouble getting it clean when he and an engineer friend developed a formula to make it clean and shine. It worked so well that they decided to market the product under the Penny Brite label. It was first sold commercially in 1947. Mr. Kennerson and his friend marketed Penny Brite to area retailers. They grew the business under the name, The North American Chemical Company (NACO).

Since that time the name has changed and so has the owner. Products have been added and the company has grown, but the important things that remain the same are the effectiveness and safety of our products. Our philosophy is to make the best products for the job, period, just like Mr. Kennerson did back in 1947.

We also believe that whatever we make needs to be *Planet Friendly-It Matters™*. From the development of Penny Brite to our latest products, we have consistently committed ourselves to using the "right stuff." That means, food grade ingredients, natural micro abrasives, mild and/or vegetable oil based soaps. Our products are phosphate-free. We never use bleach and nearly all of our products are 100% biodegradable and non-toxic. All of this allows the product to return safely to the environment.

EZ Brite focuses on what we know best. We have been cleaning cookware, cooktops and every cooking surface for over 65 years. When customers come to us with a tough-to-clean surface problem, we provide them with the tools to get the job done. With EZ Brite products you can get your cleaning jobs done fast and have time to do the things you really want to do. Fast, effective and safe for you, your family and the environment. We believe that's a winning combination and the earned reputation of all EZ Brite Brands.

Something You Can Count

Inside each bottle or jar of an EZ Brite cleaner, you will find:

- Food-grade ingredients
- Natural, vegetable oil-based soaps
- Biodegradable
- No dyes
- No animal testing
- No ammonia
- No chlorine
- No sulfuric, phosphoric, sulfamic or oxalic acids
- No carcinogenic benzene derivatives
- Eco-responsible packaging--recyclable containers
- Least toxic alternative for the job

Clean and Green

Going Green must be more than just marketing.
It is a commitment, a lifestyle, a responsibility.
Save your planet.
Go Green.

Planet friendly, does it really matter?

Yes, it really does matter. And not just because it's the trendy thing to do. EZ Brite has been using the "cleanest" ingredients for our products since day 1. It just seemed to make sense back then and we believe it makes even more sense today. It's no longer a choice, it's a responsibility! 61 years of quality ingredients. Uncompromising.

EZ Brite develops products with three primary goals in mind:

1) *Our products have to be appropriate and safe for the job.*

We specialize in cleaning all kitchen surfaces, so our products must be what we call "food-surface friendly." We use food-grade materials such as coconut oils and vegetable oils, including tree oils. We use food-grade citric acids to brighten metal surfaces. Our competitors use phosphoric, sulfuric, sulfamic, oxalic or nitric acids. Why use these harsh chemicals? They are a much cheaper choice.

2) *Our products must perform and "wow" everyone who uses them.*

We blend many of our products into thick gels and heavy paste creams. Why? This enables us to add natural, gentle scrubbing micro-abrasives to our products. The results—a little of our product goes a long way in your kitchen. Our product chemistry is milder than most cleaning products because the micro-abrasives work hand-in-hand to help the soaps do their job more effectively. This makes our products easier on your home, your hands and on our planet when you rinse them down the drain. It costs us a little more to use these ingredients in our operation, but we feel it gives us the best possible products for everyday cleaning tasks.

3) *Our products must leave a minimal environmental footprint.*

Our products are formulated with natural, vegetable oil-based soaps; food-grade based brightening agents and natural micro-abrasives that are specific for the cleaning application. We avoid any harsh acids and choose food-grade citric acid instead. We blend our own soaps out of a variety of different vegetable oil bases. We utilize natural micro-abrasives to enhance the cleaning power of our products. We do not use bleach. Our products are phosphate-free and gently return to the environment.

We also maintain a planet friendly manufacturing plant. We choose recyclable containers where they are compatible with our products. We recycle our water from cleaning our pumps, filling machines and blending tanks and reuse it in the plant. Our drums are recycled back to the distributors. Our packaging cartons are utilized for shipping or donated to the area food bank for reuse. Pallets

are recycled and used to ship goods to customers. Our employees recycle their beverage containers, office paper, cans, etc.

We are presently exploring and analyzing power cogeneration for our manufacturing plant from renewable sources, primarily wind and solar power.

We do these things every day in all aspects of our operation.

Planet friendly, it matters...to us and to our customers.

How Green Are Our Vendors?

We have always evaluated suppliers based on quality, cost and delivery factors. Now we also look at environmental issues. We want to build awareness with suppliers that EZ Brite is concerned with its suppliers' environmental practices.

Questions to help you look at the sustainability of a vendor.

1. Is the vendor within 100 miles?
 2. Does the vendor have a formal waste reduction/recycling policy?
 3. Do they have a formal energy reduction policy?
 4. Do they have a formal toxic reduction/processing policy?
 5. Does the vendor have a formal eco-preferable purchasing policy?
 6. Are their products are recyclable?
 7. Are the vendor's products produced using direct renewable energy?
 8. Are their products are made with non-toxic or less toxic materials?
 9. Are their products made from recycled materials?
 10. Are their products are minimally packaged?
 11. Do they participate in a third-party certified renewable energy or carbon offset program?
 12. Do they donate money, services or products to charitable or community organizations?
 13. Can their products be recycled?
 14. Are their products made using any ozone depleting chemicals?
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EZ Green Tips

EZ Green Tip #1

Buy local: Shop at your local farmers market.

Though the offerings can be more expensive, you can generally count on a higher quality product—and the entire purchase price goes directly to the farmer. Buying any goods produced locally saves energy by reducing the fossil fuels needed to transport food and other items across the country and around the globe.



EZ Brite Brands, Inc. ~ www.ezbritebrands.com