

## **FOR IMMEDIATE RELEASE**

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### **Replenish Multi-Surface Cleaner Honored with Gold Standard in Sustainability - Cradle to Cradle® Certification**

*Breakthrough Cleaning System Receives Cradle to Cradle® Certification – Gold for  
Cleaning Solution and Cradle to Cradle® Certification – Silver for Reusable Bottle  
System*

**MONTEREY, June 8, 2011 – SUSTAINABLE BRANDS** – Replenish, maker of an ultra-concentrated Multi-Surface Cleaner in a Reusable Bottle System, announced today at Sustainable Brands that it has received Cradle to Cradle® Certification – Gold for its multi-surface cleaner and Cradle to Cradle® Certification – Silver for its reusable concentrate mixing and delivery system. Cradle to Cradle® Certification is an independent environmental certification process for materials and products that assesses the total impact of a product on human health and the environment.

Replenish's all-in-one bottle allows consumers to measure, mix with water, store and spray naturally powerful cleaners using replaceable Concentrate Pods, instead of buying pre-mixed cleaners in disposable bottles that are almost 95 percent water. By not shipping water and designing for reuse, Replenish reduces energy, plastic waste and carbon dioxide emissions by 90 percent and saves consumers 50 percent over traditional pre-mixed cleaners.

Launched in late 2010, Replenish is a Cradle to Cradle inspired company and has been actively working with McDonough Braungart Design Chemistry (MBDC) for two years reinventing cleaning product packaging with a smarter, reusable design. As a result of their continuous relationship, Replenish Multi-Surface Cleaner has received Gold Level Cradle to Cradle Certification, making it one of the safest and most sustainable household cleaners available on the market.

“Cradle to Cradle represents the most rigorous benchmark in sustainability,” said Jason Foster, CEO and Founder of Replenish, “and so, we sought out MBDC early on to help make our bottle and cleaning solution as environmentally positive, safe and effective as possible.”

Cradle to Cradle® Certification is a multi-attribute eco-label that assesses a product's safety to humans and the environment and its design for future life cycles. Unlike single-attribute eco-labels, MBDC's certification program takes a comprehensive approach to evaluating the sustainability of a product and the practices employed in manufacturing the product. The materials and manufacturing practices of each product are assessed based on five categories: Material Health, Material Reutilization, Renewable Energy Use, Water Stewardship, and Social Responsibility.

"Replenish has shown a great commitment to innovating in a product category that has been slow to use sustainability as a means of innovating its design practices," said James Ewell, Director of use Consulting for MBDC. "We congratulate Replenish on its Gold certification and commend them for seeking to make products safe, healthy, recyclable and reusable."

CEO and founder, Jason Foster will be speaking about the company at the Sustainable Brands panel discussion "Innovations in Sustainable Packaging" from 2:00PM to 3:00PM on Friday, June 10th in the Bonsai Room.

### **About Replenish**

Replenish is the creator of a patented Reusable Concentrate Mixing and Delivery System designed to transform the way household products are packaged and consumed. The company's flagship product is a multi-surface, ultra concentrated household cleaner in a new Reusable Bottle System that makes cleaning easier, is better for the environment and saves money for consumers and retailers. By encouraging Reuse and Mixing Local, Replenish has a goal of eliminating 1 billion bottles from landfills, 1 billion supply miles off our roads and 1 billion pounds of chemicals out of the environment. Replenish's products are developed and manufactured in the United States. For information on Replenish and to find where products are sold, visit [www.myreplenish.com](http://www.myreplenish.com).

### **About MBDC**

MBDC is a global consulting and certification firm that helps clients leave a positive footprint on the planet by implementing the Cradle to Cradle® design framework. The framework is outlined in the book by internationally recognized architect/designer William McDonough and chemist Michael Braungart, *Cradle to Cradle - Remaking the Way We Make Things*, published in 2002 by NorthPoint Press. Cradle to Cradle Certification is an external, multi-attribute assessment process that can be applied across industries, from building materials, interior building products and furniture, to consumer products and packaging. Cradle to Cradle Consulting helps clients integrate the larger Cradle to Cradle design framework to optimize product life cycles, organizational operations, strategy, decision-making and communications. For more information visit [www.mbdc.com](http://www.mbdc.com). Cradle to Cradle® is a registered trademark of MBDC, LLC. Cradle to Cradle CertifiedCM is a certification mark of MBDC, LLC.