



DURAFRESH™ FACTS

PRODUCT SUMMARY: DURAFRESH™ is an effective, bacteria-fighting multi-use cloth that rinses 99% germ free, is made from sustainable, wood-based fiber and provides value to the health and environmentally responsible consumer.

Made for consumers who prioritize healthy living, environmental sustainability and responsibility and recognize the inherent value that innovative, sustainable products bring to their everyday lives.

Made from wood fiber; trees are one of the Earth's most abundant renewable resources.

Does not contain any petrochemicals like many microfiber cloths; allowing it to be composted back to nature or incinerated without dangerous toxins.

Made in USA, with globally sourced materials, Maine workers weave, cut, sew, and package. Available in select markets nationwide beginning in mid-summer 2015. Retail price range - \$4.99 to \$7.99.

Reduces the need for chemical cleaners because the soft, wood fiber cloth, absorbs spills, germs and surface dirt naturally and rinses clean with water.

A multi-layer, absorbent, stain-resistant fabric that softens with repeated use, can be machine washed and will compost within 12 weeks.

One DURAFRESH™ cloth lasts for months, replacing dozens of rolls of paper towels, reducing waste, saving consumer's money, and storage space.



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