

Enviro-Solutions release 12.7

12/7/2010 9:03:31 AM

Enviro-Solutions Launches Repositioning Initiative

Company to redefine image based on Changes in Green cleaning

Peterborough, Canada - Enviro-Solutions Ltd., a leading manufacturer of Green-certified cleaning products, announces that it is in the process of redefining the company's image and product line.

The changes are the result of developing trends in the Green cleaning movement, according to Mike Sawchuk, vice president of Enviro-Solutions.

"At one time, Green cleaning was just about reducing cleaning's impact on health and the environment," Sawchuk says. "That Mike Sawchuk has not changed, but it has evolved into protecting natural resources as well as a greater emphasis on the well-being of customers, company staff, and the community."

Sawchuk is referring to what is often termed the triple bottom-line: people, planet, and profits. Leading Green cleaning experts, such as Stephen Ashkin, president of The Ashkin Group LLC, have been advocating for this broader concept in Green cleaning for the past few years.

"We are growing from being [just] a manufacturer of environmentally-preferable cleaning products to a company that believes we have a role to play, making life healthier [and] safer for the communities we serve," adds Sawchuk. "[We also believe that we're] helping our customers grow economically and preserving natural resources for future generations."

This fresh direction will be reflected in the company's new advertising campaign, which will be introduced in January 2011. Instead of simply presenting company products, the new advertisements will feature three ancient, Greek-style pillars labeled, "People, Planet, and Profits."

"[We think] the print advertisements are unique and may not be what you might expect to see in trade publications," says Sawchuk. "Our intent was to get people to stop and say, 'What's this all about?' and then visit our website."

Sawchuk adds that the company will also be introducing new banner advertisements, which will be strategically placed on different industry trade websites. The banner advertisements will also help to promote the company's forward-thinking approach to Green cleaning's broader benefits and the triple bottom-line.

About Enviro-Solutions

Enviro-Solutions is a leading manufacturer of Proven Green, environmentally preferable cleaning products. An ISO-9001 certified company, Enviro-Solutions was established in 1994 with very focused goals: To develop and market a superior line of environmentally preferable cleaning products and solutions. Using advanced technology, the company manufactures products that

offer proven safety, health, and environment benefits without sacrificing product performance and are competitively in price.