

**EZ BRITE ECO-FRIENDLY KITCHEN CLEANING PRODUCTS
SELECTED FOR 2015 IH+HS “GOING GREEN” EXHIBIT**

CLEVELAND, OH (March 1, 2015)—EZ Brite eco-friendly kitchen cleaning products have been selected for the “Going Green” Exhibit at the 2015 International Home & Housewares Show (IH+HS) in Chicago, March 7-10. The Going Green Exhibit highlights examples of the housewares industry’s latest offerings in sustainable products.

The featured products include EZ Brite’s trio of concentrated cleaning creams that are specifically formulated for copper, stainless steel, and hard-anodized cookware—Penny Brite Copper Cookware Cleaner, EZ Brite Stainless Steel Cookware Cleaner, and EZ Brite Hard-Anodized Cookware Cleaner, respectively; non-scratch, long-lasting EZ Brite Multi-Surface Scrubs that are safe for *all* cookware and surfaces; and all-natural EZ Brite Pop-up Sponges. All are part of the EZ Brite family of kitchen cleaning products made in Ohio’s first zero-waste manufacturing facility.

“Our kitchen cleaning products are safe, easy to use, and environmentally friendly,” says Ed Aghajanian, EZ Brite Brands president and CEO. “We never use phosphates, bleach, ammonia, or other harmful ingredients. Instead, we use naturally derived soaps made from ingredients such as tree and coconut oils, micro-fine scrubbing minerals, and food-grade citric acid to effectively clean a broad spectrum of cookware and kitchen surfaces. Many other products on the market contain ingredients that, we feel, do not belong in the home, especially not in the kitchen and around food prep. If more people read labels or question cleaning product ingredients such as oxalic acid (a.k.a. common wood bleach) or sulfuric acid, they might think twice about using them to clean their cookware, cooktops, or countertops. They are inexpensive ingredients and they work, but they’re not right for us.

“We were a ‘green’ company years before it became popular. It’s not a marketing campaign. It’s a culture of responsibility at our company,” Mr. Aghajanian adds. “Use only what you need, make effective products that serve a purpose, and leave the smallest possible footprint. It’s just the way we choose to do business.”

About EZ Brite Brands, Inc.

EZ Brite Brands manufactures and distributes more than 40 sustainable, food-safe cleaning products for cookware, cooktops, and kitchen surfaces, and has developed and manufactures over a dozen private-label products for Calphalon® and Corning-Revere®. EZ Brite Brands, Inc., is Ohio’s first zero-waste manufacturer (no Dumpster since 1991!)

A member of the International Housewares Association Industry Affairs Committee, past member of Entrepreneurs for Sustainability/E4S, and Cleveland Earth Day exhibitor, EZ Brite Brands has received several sustainability awards and has been featured or reviewed in Consumer Reports, Good Housekeeping, Home & Textiles Today, The Plain Dealer, Smart Business Magazine, and Inside Business Magazine. Visit www.ezbritebrands.com for a complete list of awards and articles.

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