

**EZ BRITE BRANDS CELEBRATES 25 YEARS AS ZERO-WASTE MANUFACTURER
AND NEARLY 70 YEARS OF
ECO-FRIENDLY KITCHEN CLEANING PRODUCTS**

CLEVELAND, OH (March 1, 2016)—EZ Brite Brands is celebrating 25 years as a zero-waste manufacturer and nearly 70 years of eco-friendly kitchen cleaning products.

“We were ‘green’ long before it became a buzzword,” says Ed Aghajanian, EZ Brite Brands president and CEO. It’s not a marketing campaign. It’s our company culture.”

EZ Brite Brands Inc. manufactures and distributes more than 40 sustainable, food-safe cleaning products for cookware, cooktops, and kitchen surfaces. The company has developed and manufactures over a dozen private-label products for Calphalon® and Corning-Revere®. Its original product, Penny Brite Copper Cookware Cleaner, was introduced in 1947.

“As Ohio’s first zero-waste manufacturing facility (no Dumpster since 1991), we choose recyclable containers where they are compatible with our products. We recycle our water when we clean our pumps, filling machines, and blending tanks and reuse it in the plant. Our drums are recycled back to our distributors. Packaging cartons are utilized for shipping or donated to the local food bank. Pallets are recycled and used to ship goods to customers. Our employees recycle beverage containers, office paper, cans ... even the grounds from the coffeemaker!”

EZ Brite’s entire family of kitchen cleaning products are safe to use around people and pets. The concentrated cleaners and pop-up sponges are biodegradable, and the non-scratch, multi-surface scrubs can be used over and over again.

EZ Brite Brands has received several sustainability awards and in 2014, Aghajanian was recognized at the Cleveland Sustainability Summit with the Pioneer in Sustainability Award.

The EZ Brite family of kitchen cleaning products includes 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; EZ Brite Cooktop Cleaner; 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.

EZ Brite Brands has exhibited for more than 20 years at the International Home & Housewares Show (IH+HS) in Chicago and will be at this year’s show March 5-8.

About EZ Brite Brands, Inc.

A member of the International Housewares Association Industry Affairs Committee, (prior member: Industry Education Committee and Trade Show Advisory 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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