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Laundry Detergent: The Other Bottled Water

Eco-Friendly dropps Laundry Detergent Seeks to Educate Consumers About the Waste of Traditional Household Cleaners Following the Bottled Water Controversy

PHILADELPHIA – November 14, 2007 – dropps—the new, super-concentrated, eco-friendly liquid laundry detergent that comes in convenient dissolvable “toss-and-go” packs—announced today that the recent controversy surrounding bottled water is not limited to drinking water, it extends to the excess water and plastic in liquid laundry detergents. The company that makes laundry dropps sees an opportunity to educate consumers, many of whom are wondering what they can do to lower their consumption of natural resources and plastic. dropps’ mission is to offer an easy, everyday way for consumers to reduce their dependence on bottled water and plastic.

Few consumers realize that most traditional laundry detergents are 75% water; even the new “2X concentrates” are 50% water. With dropps, there’s no wasted water the dosage is pre-measured, and all ingredients are active. And laundry detergent bottles—the standard packaging for liquid laundry detergents—are more difficult to recycle than the highly publicized drinking-water bottle. Laundry detergent jugs are made of 75% non-recycled material, and the caps, which cannot be recycled, are almost always sent to landfills.

When it comes to household cleaning solutions, dropps hopes to completely do away with shipping water across the country. The makers of dropps put a lot of thought into creating a truly “green” product, addressing not just what is in the package, but the packaging itself. dropps’ minimal, lightweight, 100% recyclable packaging requires less fuel to transport and offers a convenient way to protect the environment. dropps are also biodegradable and NPE- and phosphate-free.

“Our company is passionate about reducing the waste of both water and plastic, enabling consumers to make a small personal contribution in minimizing their own impact on the environment,” said Jonathan Propper, creator of dropps. “We are the clear alternative to traditional laundry detergents. Just think: if all of the households that Lake Lanier serves in the Atlanta metropolitan area switched to dropps from traditional detergent, that area would save nearly 12 million gallons of water per year. It’s a lofty goal, but dropps offers an easy-to-use tool to save natural resources.”

dropps can be purchased at select Target, Wal-Mart, and Whole Foods stores or online at Amazon.com. dropps are currently sold in 20-load and trial packages in Fresh Scent and Dye & Fragrance-Free varieties.

dropps is available for comment on the environmental impact of water and plastic.

About dropps

For savvy laundry doers who seek convenience with a conscience, dropps offers low-impact cleaning solutions that minimize our footprint on the environment. Unlike other premium liquid laundry detergents sold in plastic bottles,

dropps are toss-and-go liquid packs that conserve water, plastic and energy. For more information, please visit www.dropps.com.