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## **Just in Time for Earth Day: Changing the Way Consumers Do Laundry One Dropps™ at a Time**

*Dropps Sales Increase 500% Reducing Waste Associated with Traditional Liquid Laundry Detergent and Detergent Packaging*

**PHILADELPHIA** – April 7, 2008 – Dropps™ - the new, super-concentrated, eco-friendly liquid laundry detergent that comes in convenient “toss-and-go” dissolving pacs—announced today that since Earth Day 2007, Dropps sales have grown by more than 500% and the company is making great strides in reaching its mission of changing the way consumers do laundry and helping them lead more sustainable lives. As a result, Dropps is helping to reduce the number of laundry detergent jugs that are needlessly filling up our landfills and reducing the waste associated with pouring and measuring traditional laundry liquid detergents.

Many consumers may not be aware that they can positively impact the environment by making simple changes in every day habits such as laundry. With the average household doing 400 loads of laundry each year that becomes 400 small ways to make a difference. By offering a low impact alternative to traditional liquid laundry detergents, Dropps helps consumers minimize their personal footprint on the environment - without a sacrifice. With the added benefit of Dropps “toss-and-go” convenience, Dropps eco-friendly formula was previously rated number one in cleaning power by a leading consumer publication.

“Everybody wants to conserve natural resources, but most people are not willing to spend more or sacrifice to conserve. For me, this is the real “inconvenient truth” and that’s why we introduced Dropps,” said Jonathan Propper, CEO and founder of Dropps. “It would take the average consumer close to 15 years of doing laundry (i.e. 5,840 wash loads) using Dropps packaging to equal the space taken up in a landfill by one laundry detergent jug. In addition, with Dropps we save water, fuel, energy and plastic by shipping a compact lightweight package that wastes no water in manufacturing. And, we waste even less because the pre-measured pacs eliminate the over-dosage, dripping and spilling that often occurs in pouring and measuring traditional liquid laundry detergents. All this with Dropps “toss-and-go” convenience, that’s a great accomplishment for one little detergent!”

The makers of Dropps put a lot of thought into creating a truly “green” product. Unlike other liquid laundry detergent manufacturers who focus solely on the ingredients inside of the package, Dropps, in addition to ingredients, addresses the greatest source of environmental impact that is most overlooked – the packaging itself. Dropps’ packaging – a convenient and lightweight stand-up pouch - is much more energy efficient than the traditional stand up jug. In fact, it takes 292 stacked empty pouches to reach the height of one laundry detergent jug. Dropps is also cold water friendly to maximize energy savings in the home. Dropps does not test on animals, is biodegradable, NPE- phosphate and I-4 Dioxane free, and Dropps’ water free formula makes it the only liquid laundry detergent that conserves water, plastic and energy.

Dropps <sup>TM</sup> can be purchased at select Wal-Mart, Target and Whole Foods stores or online at Walmart.com, Amazon.com, Target.com or dropps.com. Dropps is sold in 20-load and trial packages in Fresh Scent and Scent + Dye-Free varieties.

#### **About Dropps <sup>TM</sup>**

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 “toss-and-go” liquid pacs conserve water, plastic and energy. For more information, please visit [www.dropps.com](http://www.dropps.com).