

## PROFILE | CH&L Spotlights Local Artisans



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## wiped clean

With a fun and functional product line, Twist combines washing up and going green.

JULIE BIELENBERG REPORTS

**BRIAN ROSS** always hoped to push the envelope in the natural products industry, and his work history and current endeavor, while reflecting a strong tie to the environment, are often viewed as avant garde. Ross graduated with a law degree from Lewis and Clark College but spent little time in the legal profession. Instead, he began his career as an entrepreneur in Portland, co-founding the tea company Oregon Chai. After moving to Boulder, the hub of the natural products industry, Ross helped start Boulder's Organic Vintners (the country's largest importer of organic wines) and thereafter landed a job at Izze Beverage Company. Further discussion between Ross and Izze's co-founder revealed a mutual passion for natural-based products that brought Twist to life.

The Twist line, Ross' vision of "culturally creative materials," embodies the principle that design and function can work together. Twist sponges, "environmentally friendly design-oriented cleaning products," have brought innovation to a product largely unchanged in the U.S. for nearly 40 years.

Twist introduced three different sponges in March 2007. The biodegradable Euro Sponge is formed from post-consumer recycled plastic. The Euro Cloth is based on European habits of using fewer paper towels; one sheet of Euro Cloth functions the same as 17 rolls of paper towels and occupies much less space. The Loofah Sponge, with its hybrid sponge-and-scrubber surfaces, completes the aesthetically pleasing product line. Emitting less-odor than regular sponges and containing plant-based substances, the dishwasher- and microwave-safe sponges hold one more surprise for environmentally conscious and creative consumers: each package converts into a birdhouse. The locally created and packaged products are available at Vitamin Cottage, Whole Foods, Wild Oats, McGuckin Hardware Store in Boulder and a variety of independent natural food stores throughout the state. Twist, [twistclean.com](http://twistclean.com). □

