



For Immediate Release

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## **TWIST Introduces New Bamboo Cloth**

*TWIST's latest offering is a 100% biodegradable chamois made from 82% bamboo and 18% corn*

BOULDER, Colo. (June 17, 2008) - TWIST, a natural and eco-friendly household cleaning products company, introduces its newest offering, the Bamboo Cloth #35. The first of its kind, the Bamboo Cloth #35 is a 100% biodegradable chamois made from 82% bamboo and 18% corn.

"We are thrilled to introduce the newest addition to the TWIST family of eco-friendly products," said Brian Ross, TWIST's co-founder and CEO. "The Bamboo Cloth is a unique twist on the conventional chamois - it's great for dusting and polishing. Given that we are the only 100% biodegradable chamois available, we are hopeful that customers will embrace our newest product and, in the process, help protect our planet."

The new Bamboo Cloth #35 (SRP \$3.99/3-pk) joins the existing TWIST family of products, which includes the Euro Sponge #10, the European Sponge Cloth #20, the Loofah Sponge #50, and the Naked Sponge #55. All TWIST products are 100% biodegradable and the packaging is earth-friendly and recyclable. To encourage its environmental message, TWIST packages can be converted into bird feeders and mobiles by following the instructions inside of each package.

### *About TWIST:*

TWIST offers natural and eco-friendly household cleaning products made with simple and smart designs. TWIST products include the Euro Sponge #10 (SRP \$1.99/1-pk) which offers a durable, biodegradable, and stylish option for day-to-day cleaning; the European Sponge Cloth #20 (SRP \$3.99/3-pk) which offers the absorbency of a paper towel and the reusability of a sponge; the Bamboo Cloth #35 (SRP \$3.99/3-pk) the first 100% biodegradable chamois made from 82% bamboo and 18% corn; the Loofah Sponge #50 (SRP \$4.99/2-pk) which is an all-natural, biodegradable and anti-bacterial product that is one side absorbent sponge and one side natural loofah; and the Naked Sponge #55 (SRP \$2.79/2-pk) which offers a clean, dye-free, durable and 100% biodegradable option for day-to-day cleaning. TWIST products are all 100% biodegradable and the packaging is earth-friendly and recyclable. To encourage reusing and recycling, TWIST packages can be converted into bird feeders and mobiles. TWIST products are currently available nationally at Whole Foods Markets, as well as in local grocery and specialty stores across the U.S. and Canada. In partnership with Global Response, TWIST works to protect the diversity of our planet and the rights of all people. For more information, visit [www.twistclean.com](http://www.twistclean.com).

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