

Rocky Mountain News

FRIDAY, AUGUST 17, 2007

BUSINESS EXTRA

VENTURES

Twist

■ Eco-friendly household cleaning products

Price: Varies by retailer and product

Where you can get it: Natural-food stores and McGuckin Hardware

Business owners: Brian Ross and Egil Wigert

Location: Boulder

Tidbits: Ross and co-owner Wigert launched Twist this spring with the idea of making aesthetically pleasing, functional household cleaning products, with an emphasis on eco-friendly.

According to Ross, he and his partner chose sponges as a place to start, having decided that the sponge hadn't received the same innovation over the years as its household-cleaning shelf mates.

The company offers three products: the Euro Cloth and Euro Sponge, which are made of cellulose sourced from Norwegian



renewable tree farms, and the Loofah Sponge, also made of cellulose featuring a Loofah scrubber on one side. The products contain a standard anti-bacterial agent, and the sponges and cloth last from three to eight weeks, depending on

use and care.

For an additional twist, each product comes in a package that can be converted into a bird feeder.

For more information: twist-clean.com or 303-443-9953

Stories by Bianca D'Angelo