

# Clean Ones In The News

## MMR

### Supply Side - News Eco-Friendly Products, Packaging in Demand

Sustainability concerns have become an increasingly significant factor shaping consumers' buying decisions, even in the current recession. As a result, growing numbers of manufacturers are responding with eco-friendly products and packaging

For example, this autumn Midwest Gloves & Gear introduced a new,

environmentally responsible garden glove under the Naturally Green brand. The glove features a unique natural fabric made from bamboo pulp. In addition to excellent ventilation and moisture absorption characteristics, the glove is naturally antibacterial and has a natural rubber coating on the palm and fingers for added gripping power.

Midwest president Stephen Franke notes that the company has recently received ISO 9901:2008 certification from the International Organization for Standardization, an indication that the manufacturer meets stringent quality standards. "Being ISO-certified is a form of validation to our customers and reflects our commitment to the highest level of quality and customer satisfaction," says Franke.

Sustainability has also been addressed by Clean Ones Corp., which makes general purpose disposable gloves in both latex and latex-free versions. According to the company, the gloves are ideal for cross-merchandising in cleaning, automotive and gardening departments.

The company has developed new display cases that are also used as shipping cases, which cuts down on unnecessary waste. New bilingual packaging, moreover, features easy-to-read layouts and distinctive colors.



**Clean Ones Corp. 122 SW 3rd Ave., Portland, OR 97204; 800-FOR-GLVS**