



PeopleTowels™ Corporate Backgrounder

Making it Easy for People and Businesses to Go Green

PeopleTowels, the American pioneer in reusable hand personal towels, was founded by Mary Wallace and Linda Lannon, two women who saw a need to provide environmentally-conscious Americans with products that make it easy for them to “go green.” Convinced that every person can have a positive impact on the environment by making small lifestyle changes, Wallace and Lannon bring an entire new category of easy-to-adopt products in the sustainable business category.

The flagship product PeopleTowels, are made from 100% Organic, Fair Trade Cotton, printed in original eco-designs using natural, non-toxic dyes. Now, people from all walks of life and businesses of all sizes can easily contribute to a sustainable environment by switching from use-once-throw-away paper towels found in public restrooms, to reusable PeopleTowels.

Available Now

PeopleTowels are available now for preorders and product will begin shipping in early December. They will be available to buy online at www.peopletowels.com and priced at \$8.00 for 1, \$21 for 3, and \$35 for 5.

A Great Business at the Perfect Time

Today environmental issues such as global warming, deforestation, and pollution are dominant topics in the American dialogue. U.S. consumers have shown a real desire to “go green” and make their own positive impact toward a sustainable lifestyle. Many “small change” products have been widely adopted to-date including reusable water bottles, kids’ reusable lunch containers (“bentos”), reusable shopping bags, and CFL bulbs. While these are small changes, multiplied by millions, they have a real – positive - environmental impact.

1 PeopleTowel = 3,000 Paper Towels

PeopleTowels now gives US consumers a new, small behavioral change that will help people contribute positively to the environment by not adding to paper waste and water pollution every day. By switching to PeopleTowels, the average American can avoid using an average of 3,000 paper towels every year.

A Japanese Custom Inspires an Environmentally-Friendly Market Opportunity in America

During her numerous trips to Japan, Mary Wallace became enamored with the beauty and utility of the personal hand towels that have been used for decades by the Japanese to dry their hands in public restrooms. Wallace watched as Japanese men and women carried their hand towels with them every day in their pockets and purses. She observed as the towels moved beyond utilitarian to become fashion accessories, with people coordinating their hand towels with their attire. Specially designed hand towels are sold by museums and other attractions to be collected as mementos from these special destinations.

A Green Product with a Green Purpose

PeopleTowels has a holistic business approach to sustainability.

1. The product is committed to helping people to work towards a more sustainable planet.
2. The company's supply chain is chosen specifically for high, verifiable sustainability standards. PeopleTowels are a 100% Certified Fair Trade product and the factory that makes them is also Certified Fair Trade.
3. PeopleTowels use a minimal amount of product packaging, all made from 100% post consumer waste.

In addition, PeopleTowels is a member of 1% for the Planet giving one percent of their profits back to environmental nonprofits.

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