



## PeopleTowels™ Product Information

**Easy to Go Green: 1 year, 1 person using PeopleTowels – Saves ¼ tree, Reduces Landfill waste by 23 lbs, Conserves 250 gal. of water**

PeopleTowels are everyday eco-accessories that make “going green” easy. They are 100% organic, reusable personal hand towels that everyone can use to reduce the waste and pollution caused by paper towels that are used once and thrown away. Designed with ease-of-use in mind, PeopleTowels are small (approx. 9 x 9 inches), absorbent, light-weight and fast-drying. They are also:

1. Made from a custom fabric that is 100% Certified Organic Fair Trade Cotton
2. Eco-chic designs – sure to become the latest green fashion accessory
3. Machine washable and will last for years of constant use
4. Designed with a hang tag for easy access when clipped on a purse or a backpack
5. Affordable! Priced at \$8.00 for 1, \$21 for 3, and \$35 for 5
6. Printed with 100% natural and non-toxic dyes
7. A smart purchase: One percent of PeopleTowels' sales go toward preserving the Earth through the 1% for the Planet program

PeopleTowels are available for preorder on November 2 and go on sale on December 7 at [www.peopletowels.com](http://www.peopletowels.com). PeopleTowels is launching with a line of seven unique towel designs, but will continually update the product line with new designs, that will appeal to different individual tastes.

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**Businesses Going Green: The Numbers Tell the Story**

PeopleTowels makes good sense for businesses. It is estimated that 5,000 employees using PeopleTowels would produce the following annual savings:

- \$215,000 in paper towel costs
- 1,250 trees
- Reduction of over 115,000 lbs of landfill waste
- Conserve of over 1,250,000 gallons of water.

By transitioning employees to PeopleTowels, companies will achieve the triple bottom line of: economic prosperity (reduced paper costs), social responsibility, and environmental stewardship, while improving their public image and increasing employee morale.

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