



## **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 entrepreneurs who saw a need to provide environmentally-conscious Americans with a new product that makes “going green as easy as drying your hands.” Convinced that every person can have a positive impact on the environment by making small lifestyle changes, Wallace and Lannon bring an entirely new category of easy-to-adopt products to the sustainable business market.

The flagship product, PeopleTowels, are made from 100% Organic, Fair Trade Cotton, printed in original eco-chic 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-and-throw-away paper towels found in public restrooms, to reusable PeopleTowels.

PeopleTowels can be purchased at select retail outlet, at [peopletowels.com](http://peopletowels.com), and are available for as private label for businesses, nonprofits, sports' teams, music concerts, etc.

### **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 very real – positive - environmental impact.

## **PeopleTowels saves 3,000 Paper Towels**

PeopleTowels is a new eco-habit, B.Y.O.T. (towel), that will help people reduce their impact on the environment by not adding paper waste to landfills or contributing to water consumption and pollution. By switching to PeopleTowels, the average American can avoid using an average of 3,000 paper towels every year.



Switch to PeopleTowels for 1 year and you will  
Save ¼ tree, Reduce landfill waste by 23 lbs.  
and Conserve 250 gals. of water.

## **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 observed Japanese men, women and children carrying their hand towels with them every day in their school bags, 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 company is committed to helping people to work towards a more sustainable planet.
2. The supply chain is chosen specifically for high, verifiable sustainability standards. PeopleTowels are a 100% GOTS Certified Fair Trade product.
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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