



FOR IMMEDIATE RELEASE

Vaska Introduces Energy Saving Next Gen Packaging In the Laundry Aisle



Berkeley, CA, November 12th, 2009—**VASKA**, a Berkeley based producer of green, botanically based laundry care products for the commercial, institutional and consumer markets, is pleased to announce the initial introduction of its bag-in-box packaging at Sam's Club Stores in California and Nevada. The new package called, Jerribox™, consists of a plastic bag contained within a 50% post-consumer recycled paperboard exterior. The Jerribox™ saves approximately 62%* plastic usage compared to the plastic bottles that are currently the industry standard.

The 150 liquid-ounce 100-load package is supplied by Scholle Packaging of Northlake, IL. According to Scholle Packaging's Market Segment Manager, Stephen Lopiano, "Vaska came to us asking for a new approach to packaging that guarantees an effective delivery of laundry liquids while being environmentally considerate. We are proud to help Vaska introduce the Jerribox™, the next generation package to the laundry category."

Julia Fry, CEO of Vaska, sees the introduction of the Jerribox™ as a necessary step. "Vaska's approach to manufacturing is to create the safest, most effective laundry care products, and packaging is a key component. Scholle was a great collaborator because they share our environmental goals and our focus on performance."

In addition to the Jerribox™, VASKA's laundry line includes 48 oz and 96 oz lavender scented and unscented herbatergent™, oxybleach (non-chlorine), herbasoft fabric softener and spotoff spot remover. Many of VASKA's products carry the EPA's DfE seal and all are biodegradable and gray water safe.

Vaska is currently filling the Jerribox™ with its lavender scented herbatergent. The Company plans to make the Jerribox™ available to other retailers in 2010.

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For More Information about Jerribox™ and Scholle Packaging visit www.scholle.com

* Comparison derived from Simplified Environmental Impacts Calculator provided by The Dow Chemical Company.