



from our family
to yours

biokleen®

TOUGH ON DIRT, GENTLER ON THE EARTH

2019 Media Kit

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Biokleen Overview

Biokleen is a pioneering brand of plant- and mineral-based, non-toxic home cleaning products. Founded in 1989, in a Portland, Oregon garage, our company has remained family-owned and operated for more than 30 years, growing from local, independent health stores to national supermarkets and online retailers.

At Biokleen, we envision a world in which clean homes are toxin-free homes. From Jim Rimer's first bottle of All Purpose Cleaner II, we've strived to replace the conventional, toxic ingredients with products that are tough on dirt, but gentler on our families, pets and planet. Our Laundry, Kitchen, Household and Bac-Out® Collections are free of phosphates, chlorine, ammonia, petroleum solvents, butyl, glycol ether and more—as well as the synthetic colors, artificial fragrances and optic brighteners some other natural companies still use.

As the first brand to offer ultra-concentrated formulas, we work to decrease our footprint—and the footprints of our customers—by innovating products that use less water, less packaging and less shipping emissions, and return those savings to the families who need them.

Since 1989, we've stayed committed to manufacturing our own products, without corporate interest or investor profit motivations. Now led by Jim's son-in-law, Barry Firth, we believe we can increase the performance, safety and sustainability of our cleaners all while creating American jobs. That's why every Biokleen box and bottle is made and packaged in our own Vancouver, Washington facility, where we offset 100% of our water and energy usage.



TOUGH ON DIRT, GENTLER ON THE EARTH



America's Green Garage Story

One Man's Vision...

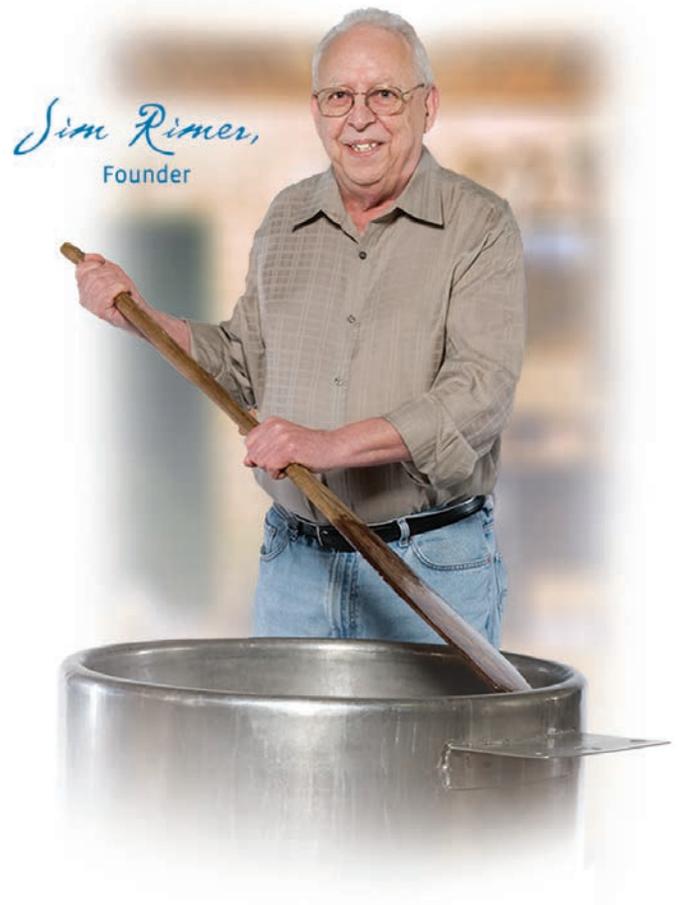
In the 1980s, when few were yet aware about the dangers of home toxins, one man felt that something wasn't right. A sales executive for a chemical supply company, Jim Rimer watched as his janitorial colleagues—and the families whose homes they cleaned—endured the harmful side effects from the very products that he sold them (from skin rashes and sensitivities to respiratory diseases and worse). When he asked his bosses to do something about it, he got fired. So Jim decided to do something about it himself.

Shampooing carpets by day, Jim spent his nights learning chemistry and botany, in search of non-toxic ingredients that could break down tough stains and odors. In his Portland, Oregon garage, with just a drum and wooden oar, he mixed formulations by hand—and sometimes candlelight, when bills weren't paid—to invent his first all-natural, professional product, All Purpose Cleaner II (because All Purpose Cleaner I just wasn't good enough for Jim).

In March of 1989, Jim made his first triumphant sale to a janitorial supply store in Portland. With a name and a printed label (a deer drinking from a creek, hand-drawn by Jim), he began using his new product in the hotels and commercial buildings he cleaned, attracting further interest. Sometimes after school and on weekends, his young daughter, Cindy, would tag along to make extra allowance and spend time with her dad.

...Now a Family's Mission

As demand for Biokleen products increased, Jim's daughter, Cindy Rimer, took up the company's books, while soaking in all she could about the fledgling naturals industry. With hard work and progressive insight, Cindy quickly moved up the ladder and into an executive, visionary role. She soon began cultivating retailers—plus a league of brand enthusiasts—and developing sales and marketing strategies that helped the business grow. With its move to Vancouver, Washington, in 2003, Biokleen expanded its distribution and renown across the U.S. and beyond. The following year, Cindy's husband, Barry Firth, joined his wife and father-in-law as General Manager of our manufacturing facility and operations. With his company in good hands, Jim stepped away shortly thereafter, but continues to lend his experience, product knowledge and guiding principles to our team even today.



Company History

About Biokleen

Offers complete line of over 30 natural, non-toxic household and laundry cleaners

Established in 1989, Biokleen is a pioneer in natural household category

Products superior in quality and efficacy

Sales have doubled since 2004, with the company experiencing continued growth

Family-owned and operated since day one

Formulates and manufactures all products in Vancouver, Washington facility for quality assurance and to support American jobs

All products manufactured using 100% renewable energy and water offsets

Dedicated manufacturing facility that uses only plant- and mineral-based ingredients

2020 goal of planting more than 250,000 trees

Certifications & Statistics

First company to offer 3X concentrated products to reduce manufacturing, shipping and packaging waste, and to save customers more

Bac-Out® Stain & Odor Remover ranked “No. 1 Natural Household Cleaner” 10 straight years by *SPINSScan Natural (2008-2018)*

Biokleen Laundry Powders ranked “No. 1 Natural Laundry Powder 7 straight years by *SPINSScan Natural (2011-2018)*

Received Governors Award for the State of Washington for Pollution and Sustainable Practices



Cindy Rimer & Barry Firth

Cindy Rimer and Barry Firth work side by side to further Biokleen's mission of making non-toxic, natural and effective home cleaners. Although most couples might cringe at the idea of working with their spouse, this husband-and-wife team appreciates the support, creative tension and fun drawn from their partnership and mutual goals. An exemplary team, Cindy and Barry are a testament to the importance of an integrated, holistic, mission-based business that places family values—and value for families—above all. Many of Biokleen's innovative products are conceived right in the Firth-Rimer home, drawn from the needs of their two children and many pets, and considering all stakeholders (our employees, customers and planet). With every product filled in our on-site manufacturing facility, we ask: *Does it work? Is it safe? Is it natural?*



Cindy Rimer, Former Vice President of Sales & Marketing/Director

Cindy Rimer has devoted more than twenty years to learning all aspects of the company and natural products industry. As a mother, her mission has been to create a supportive work environment that gives employees a sense of accomplishment and pride. It was her unique vision that led to the re-branding of Biokleen in 2006 from the original janitorial-style packaging to labels and packaging that many consider to be not only the best in the cleaning category, but one of the best in Natural Products.

“Product performance has always been Biokleen’s guiding priority, and rebranding helped us shine from the inside out.”

– Cindy Rimer

Barry Firth, General Manager

“Our goal isn’t to be the biggest company in the world; we want to manufacture and grow, while keeping our hearts and our dignity.”

– Barry Firth

In 2004, Barry Firth carried over his own successful, growth-driven background in business from one of the fastest-growing consumer product manufacturers in Oregon. He graduated Summa Cum Laude from Washington State University, and has spent the past decade developing natural products and formulations. Barry likes the challenges that come with managing a fast-growing company in an ever-evolving category. He takes inspiration from Biokleen founder, Jim Rimer, and the book *Conscious Capitalism* by John Mackey, CEO and founder of Whole Foods.



Product Category Collections

laundry collection

Truly 3X concentrated for loads of savings



Biokleen laundry products are triple concentrated to reduce packaging, waste and energy. Just one wash gets clothes exceptionally clean and odor free. Now that's a load of savings.

bac-out® collection

For pets, kids and every day disasters



It seems everyone has a Bac-Out story. Our unique blend of live enzyme-producing cultures, citrus extracts and essential oils eliminates the toughest stains and odors and prevents their return. What will your Bac-Out story be?

kitchen collection

Clean and spot free without compromise



A clean kitchen starts with products made from plant- and mineral-based ingredients that don't leave you guessing. Taste what's cooking, not what's left behind.

cleaners collection

A green home is a clean home



Our household cleaners offer you a variety of products for all your cleaning needs without sacrificing your indoor environment. Superior cleaning results without the side effects.

soy collection

The incredible cleaning power of soy



Soy is a powerhouse when it comes to cleaning. Biokleen Soyblends replace harmful solvents and petrochemicals found in many conventional cleaners. Biokleen does it first where it's needed most.





FOR IMMEDIATE RELEASE

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Family-Owned Biokleen Celebrates 30th Anniversary

Reforestation, new products and consumer engagement initiatives
all planned as part of celebration

(VANCOUVER, Washington (March 22, 2019) Back in the late eighties commercial cleaning product salesperson Jim Rimer had, what at the time was a “crazy” idea. What if you replaced toxic chemicals in common cleaning products with plant and mineral based ingredients? The result was Biokleen All Purpose Cleaner 2 and Biokleen was born in 1989.

Rimer, along with his daughter Cindy and, for the past 15 years, his son-in-law Barry Firth have grown the company into the third largest natural cleaning products company in the nation according to SPINSScan, a Nielsen company. The company has accomplished this by staying true to three simple criteria - the products need to be safe for families and the planet, use plant and mineral-based ingredients and provide superior cleaning power.

“We’re proud to celebrate three decades of business at Biokleen,” said Barry Firth, managing director of Biokleen. “What gives us the most satisfaction is that we’ve effectively helped influence generations of consumers to make better choices for their families and the planet.”

Flash forward 30 years and Biokleen—which was one of the first to make plant-based cleaning products—is now one of the last family-owned companies of its kind still in business today. This independence has led the company to put its consumers first by creating 3x concentrated products that use less packaging and less energy to ship, and deliver some of the lowest cost per use currently on the market.

New Product Innovation Continues

Over its 30 years in business the company’s innovation mindset has not abated. And, in 2019 the company will launch five new products to grocery, big box and online retailers as well as it will launch an entirely new line of pet products for pet retailers across the country. The grocery-targeted items include new laundry liquids, dryer sheets, automatic dish pods and dish liquid. Additionally, the brand’s pet line (Biokleen Bac-Out® Pet) is a complete line of products helping pet parents eliminate the stains and odors only their fur babies can create.

-More-



Clean For Good™

Using wind and water offsets, and recycled content in its packaging, lowering its environmental footprint has always been at the heart of Biokleen business philosophy—a philosophy it calls Clean for Good™. In 2017, the company took its philosophy a step further by launching a reforestation effort in

Indonesia by planting 12,000 trees. Now two years later, Biokleen has planted 130,000 trees with its partner, Eden Reforestation Project. Furthermore, in the next 12 months the number of trees planted will total more than 210,000 trees in Indonesia creating wildlife habitat, sustainable jobs and helping to abate coastal erosion.

Consumers to Nominate Friends, Neighbors and Family Members for Clean for Good Grants

Biokleen is spending the year identifying people across the country who are cleaning for good in their own communities. The company is looking for nominees of people who are making their local communities a better place to live through environmental and/or social action. After the nominees are vetted, Biokleen will choose one to receive a Clean for Good Grant as well as receive a supply of its plant-based cleaning products.

About Biokleen

Founded in 1989, Biokleen is a family-owned manufacturer of the most effective plant-based cleaning products available. By harnessing the power of nature, the company's laundry, kitchen and household cleaners provide superior results without harmful side effects. The products are 3x concentrated to reduce packaging and shipping waste, and to provide more cost savings for families. Additionally, all of the company's products are manufactured in its dedicated facility in Vancouver, Washington using 100% renewable energy offsets. Learn more about Biokleen and how we Clean for Good by visiting www.biokleenhome.com.

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Awards

2019
Good Housekeeping
“Best of the Test”
 Biokleen Free & Clear
 Dish Liquid

**GOOD
 HOUSEKEEPING**

2018
Eco Excellence
Awards
 Biokleen Oxygen
 Bleach Plus and
 Biokleen Bac-Out®
 Stain & Odor Remover



2017
Clean Eating “Clean
Choice Award”
 Biokleen All Purpose
 Cleaner Concentrate

Clean Eating
 magazine

2017
Eco Excellence
Award
 Biokleen Sport
 Laundry Liquid



2016
Eco-Excellence
Award Winner:
Pet Cleaner
 Biokleen Bac-Out®



2016
Eco-Excellence Award Finalist
 Biokleen Ecobottle Baby & Citrus Essence
 Laundry Liquids and
 Biokleen Sport Laundry Liquid



2016 Clean Eating
Magazine: Clean
Choice Awards
 Biokleen Lemon Thyme
 Dish Liquid

Clean Eating
 magazine

2015 Eco-Excellence Award Winner:
Sports Clothes Detergent
 Biokleen Sport Laundry Liquid

2015 Eco-Excellence Award Finalist:
Best Pet Cleaner
 Biokleen Bac-Out®



2013
Eco-Excellence
Award Winner: Child
Gear Cleaners
 Biokleen Bac-Out®
 Stain & Odor Remover



2011
Kiwi Magazine:
Best
Green Cleaners
 Biokleen




Green Manufacturing

We reduce, you save.

Green manufacturing technologies and practices help to minimize greenhouse gas emissions, waste generation, and non-renewable or toxic materials. Our efforts began on day one with highly concentrated, non-toxic products that require less water, less packaging and less energy to ship. By manufacturing with cold water we reduce our gas reliance and output, and we've installed skylights to more naturally heat and illuminate our plant. All energy we do use is then offset through purchased wind power credits and river water restoration.



Made in the USA icon: All Biokleen products are proudly manufactured in our on-site facility, in Vancouver, WA. We remain ever dedicated to providing local, American jobs, and to the environmental, employment and quality control standards that doing so requires.



Family-owned and operated icon: Since our founding in 1989, Biokleen has remained owned and operated by one family, now in its second generation. While other brands have been purchased by, and absorbed into, larger conglomerates, we are committed to putting families—not profits—first.



We pioneered ultra-concentrated cleaning products as part of our founding core values, back in 1989. This technology allows us to save water in manufacturing while providing more cleaning power to you, our customers. Plus, smaller bottles means less packaging waste and shipping cost for greater savings all around.



100% of the energy used in our manufacturing and offices is offset through wind power credits. As part of our mission, Biokleen actively supports increased renewable technologies and decreased reliance on fossil fuels.



Biokleen has proudly restored more than 6,000,000 gallons of water to the Deschutes River, in nearby central Oregon, through the Bonneville Environmental Foundation. We believe the conservation of water—our world's most precious resource—is vital to sustaining our planet and to supporting the wellness of its people.



We love animals. That's why we have never tested a single product on them or used their biochemistry in our formulations. In fact, we design all Biokleen products with our—and your—pets in mind, for they are just as sensitive to toxins, synthetic dyes and artificial fragrances as we are.



All Biokleen products are packaged in numbers 1 (polyethylene terephthalate) and 2 (high-density polyethylene) plastics, since they are the most commonly accepted by curbside programs and have a low risk of product leaching.



All Biokleen products are free of phosphates, chlorine, ammonia, petroleum solvents, alcohol, butyl, glycol ether, brighteners, artificial colors, artificial fragrance. We believe that a house free of toxins is a home full of love.



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