



VASKA's Commercial Laundry Cleaning Products Awarded EPA's Design for the Environment Approval

Berkeley, CA—June 11, 2008—VASKA, Inc., a Berkeley manufacturer of botanically-based commercial laundry care products, is pleased to announce the Environmental Protection Agency's Design for the Environment (DfE) approval of four of **VASKA's** laundry care products. This approval allows the business community to identify and choose products that protect the environment and are safer for workers.

VASKA submitted its product formulas to the EPA who scrupulously reviewed the chemical background of each ingredient for its effects not just on the environment, but also on workers' health and safety.

Julia Fry, founder of **VASKA**, has worked hard to create a trustworthy brand that *only* offers green products for institutional use – hotels being the primary focus. "We will continue submitting our entire line for EPA certification as our company grows. Their approval is the strongest endorsement of **VASKA** as an environmentally friendly laundry and cleaning product manufacturer."

Fry compares her company's development of green commercial laundry and cleaning products with the efforts of the pioneers in the organic food industry. Initially, the perception was that sustainable products weren't as good as their conventional counterparts. As scientific product research and development and rigorous testing were employed, the differences in quality evaporated. Today **VASKA's** products, like organic foods, are the equal of the competition in performance. The proof is that **VASKA** works with some of California's most demanding hotels including: Post Ranch Inn, Joie De Vivre properties, the the Meritage in Napa, and Shell Vacations in LA. **VASKA** delivers the triple bottom line: health benefits, environmental benefits, and green marketing advantages.

VASKA'S products are made locally in the Bay Area, and regionally in Southern California, allowing quick turn-round and reduced impact on the environment.

For more information contact:
Isaac Cronin
510-644-9517, isaac@isaaccronin.com
www.vaskaproducts.com