**GreenEarth Joins Sustainable Apparel Coalition** *Collaborating to lead the apparel industry toward shared vision of sustainability*

**Kansas City** – **May 2013** –GreenEarth Cleaningannounces that it has joined the Sustainable Apparel Coalition (SAC). GreenEarth has taken a lead role in bringing environmentally responsible alternatives to the dry cleaning industry and will now look to add a “fresh load” of benefits to its legacy of sustainability. GreenEarth will use the group’s sustainability measurement tool, the Higg Index, as a standard setting mechanism to improve the ability of its dry cleaning system to offer a “low impact” choice in the cleaning and care of garments.

With its membership in the SAC, GreenEarth joins more than 90 global brands, retailers and manufacturers, as well as government, non-profit environmental organizations, and academic institutions, which are collectively committed to improving sustainability in the apparel and footwear industries.

In its relationship with the SAC, GreenEarth will contribute both data and resources to support the Higg Index, which gauges a broad range of sustainability factors and drives supply chain decision-making to better efficiency and sustainability impact. The Higg Index is an open source, indicator-based tool that allows suppliers, manufacturers, brands and retailers to evaluate materials, products, facilities and processes based on environmental and product design choices. Longer-term, Coalition members also see the need and value of consumer-facing communication regarding full life-cycle indicators of product sustainability performance.

“We are pleased to be joining the SAC and are confident it will have a positive impact on the sustainability of the apparel industry over time as well as on our ability to offer the most sustainable choice in fabric care,” says Tim Maxwell, President of GreenEarth Cleaning. “Doing business without doing harm is the founding principle of the GreenEarth Cleaning Company.”

“We welcome the addition of GreenEarth to the Coalition, and look forward to their participation in this industry-wide effort in sustainability,” said Coalition Executive Director Jason Kibbey. “Having GreenEarth as part of the Coalition widens the scope of our impact within the apparel industry to include garment after-care and accelerates the change we’re making towards responsible industry actions.”

GEC AddressThere are currently more than 90 members of the SAC, the majority of which are global brands and retailers including: Adidas, Ann Inc., Burberry, C&A, Gap, H&M, JCPenney, Kohl’s, Levi’s, L.L. Bean, Marks & Spencer, Nike, Nordstrom, PPR, REI, Target, and VF Corporation.

**About GreenEarth:** GreenEarth Cleaning was formed in 1999 to bring environmentally non-toxic dry cleaning to the worldwide dry cleaning industry. The GreenEarth system is based upon patents utilizing liquid silicone as the dry cleaning solvent and has been optimized to provide the best possible fabric care with the smallest possible environmental footprint. GreenEarth licenses its technology to more than 1,600 retail dry cleaner locations. Through these stores, and the businesses for which they provide specialty services, the GreenEarth Cleaning system serves customers at more than 6,000 retail points of service worldwide. For more information, visit [www.greenearthcleaning.com](http://www.greenearthcleaning.com).

**About the Sustainable Apparel Coalition:**  
The Sustainable Apparel Coalition, representing more than one-third of the global apparel and footwear industries, was formed by sustainability leaders and leading environmental and social organizations to address current social and environmental challenges. Recognizing that improved supply chain practices are both a business imperative and an opportunity, the Coalition seeks to lead a shared vision of industry supply chain sustainability through the creation and use of the Higg Index. In measuring and evaluating apparel and footwear product sustainability performance through the Higg Index, the Coalition aims to spotlight priorities for action and opportunities for technological innovation. More information on SAC, the complete Higg Index, and a full list of members can be found at <http://www.apparelcoalition.org>.

**Media Contacts:**

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| **GreenEarth Cleaning**  Tim Maxwell  816-926-0895  [tmaxwell@greenearthcleaning.com](mailto:tmaxwell@greenearthcleaning.com) | **Sustainable Apparel Coalition**  Tim Gnatek  415-342-6632  [tim@bluepractice.com](mailto:tim@bluepractice.com) |

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