Act Local, Think Global

Earth Friendly Products in the Global Retail Market

Kelly Vlahakis-Hanks, President & CEO
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Earth Friendly Products

Over 200 environmentally friendly cleaning products

U.S.-based primary manufacturer

Headquartered in Cypress, CA

Family owned & operated since 1967
ECOS™ Green Cleaning Products

Plant-derived cleaners
Sourced and produced local

ECOS • ECOS Pro • Baby
ECOS
Disney Baby ECOS
Private Label
Earth Friendly Products

Made in the USA
using thoughtfully sourced
global ingredients
A Partnership That Was Meant to Be...
The OC: A Great Place for Business
ECOS in Orange County

Walmart
Sam’s Club
Ralphs
Whole Foods Market
Smart & Final
Sprouts Farmers Market
Mother’s Organic Market
Bristol Farms
Your Extraordinary Food Store
Gelson’s
Babies ‘R’ Us
Costco
RITE Aid
buy buy BABY
Markets served by OC: Western U.S., Mexico, Pacific islands, Asia, Australia
Port of Long Beach: OC’s Gateway to Asia
Growth in the Green Cleaning Products Industry

Global

2012: $2.7 Billion

2017: $9.3 Billion

Compound annual growth rate:
Global Consumers Care About Sustainability

75% pay attention to green credentials

41% are influenced by the environmental impact of products they buy

64% expect companies to be environmentally friendly

91% believe the green actions of companies can positively affect the environment
A Green Story
Growth of Earth Friendly Products

In the last 10 years, sales have quadrupled
- Why?

- Highest level of green
- Great efficacy
- Value price
Highest Level of Green Sustainability Certifications & Awards
ECOS: The Green Value Brand

Price per Load in the U.S.

~55% less than competitors

Source: Amazon, March 2014
Global Trade is an Adventure!
Think Globally, Act Locally

- Look for opportunities to source locally
- Don’t underestimate benefits of paying a living wage
- Explore exporting to increase market share
- Reach out to trade organizations for guidance
- Green is growing – find a way to build sustainability into your business
Leverage Your Connections, BUT...
Thank You!