



DEB EXPANDS ITS ENVIRONMENTAL LEADERSHIP POSITION IN PARTNERSHIP WITH ECOLOGO™

Orlando, FL, USA, Nov 12 2010 – Deb Canada and Deb USA Inc. have expanded their presence with the EcoLogo™ Program, one of North America's largest environmental standard and certification marks, to increase its environmental leadership position across the U.S. and Canada. Deb will now offer eight new occupational skin care formulations certified under EcoLogo's industrial and institutional hand cleaners, personal care products, and instant hand antiseptic products standards as part of its Global Range of products.

"Our new range of products was developed with environmental leadership in mind. We're progressing through an eco-accreditation program with EcoLogo in North America, Eco-Label in Europe and Environmental Choice in Australia. We will have eight out of eighteen new formulations EcoLogo certified," comments Marvin Mauer, General Manager, Deb Canada.

"The EcoLogo Program would like to congratulate Deb on its demonstration of environmental leadership by having these new occupational skin care formulations certified under EcoLogo standards," said Angela Griffiths, Executive Director of the EcoLogo Program. "Deb's leadership products help to ensure greener hand cleansers and sanitizers are available to better protect human and environmental health."

Deb now will offer three new lotion cleansers, three new foam cleansers, a solvent-free heavy duty cleanser containing sunflower and its InstantFOAM alcohol hand sanitizer with EcoLogo certification for North America. "Our product philosophy is designed to support compliance, so we looked at specific user preferences in each category to create products that were both pleasant to use, while ideally fit for purpose. For example, we have fragrance-free and dye-free cleansers in both lotions and foams that will be EcoLogo certified, but also provide fragranced versions based on user preferences," adds Bill Taylor, President, Deb USA Inc.

Positive environmental stewardship is about finding ways to reduce, reuse and recycle and Deb's green skin care leadership extends beyond just the product formulations. "At Deb, we recognize that our greatest impact on the environment results in the daily use of our products. We consider not just the chemistry, but also our dispensing, packaging and manufacturing processes for our group of companies around the world. Additionally, our cartridges are designed to collapse in use so all the product is evacuated – plus the cartridges are 100% recyclable. Environmental leadership is our priority and we have a long eco-accreditation history with EcoLogo. We are very excited to bring this new range of 'green friendly' skin care formulations to our North American and global customers," concludes Taylor.

For more information on Deb Global Range of products now EcoLogo certified, please visit www.debgroup.com.

About EcoLogo™:

EcoLogo is a third-party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network, an international association of eco-labeling programs, as meeting the ISO 14024 standard. EcoLogo is one of the most recognizable eco-labels in North America. For more information, visit www.ecologo.org.

About Deb Group:

For over 65 years, the Deb Group has been establishing skin care regimens for all types of workplace and public environments, spanning industrial, commercial, healthcare and food sectors. Deb comprises 21 companies operating in 16 countries, with Deb products sold in over 100 countries. For more information, visit www.debgroup.com.

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MEDIA CONTACTS:

Patrick Boshell, Marketing Manager
Deb Canada
T: 1-519-443-8697
E: patrick.boshell@debcanada.com

Kate Rusnak, Communications Consultant
EcoLogo
T: (800) 478-0399 ext. 250
E: krusnak@terrachoice.com