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GOJO Launches PURELL® Green Certified Instant Hand Sanitizer

World's First Hand Sanitizer to Achieve EcoLogo™ Certification

AKRON, Ohio (April 22, 2010) – GOJO Industries today announced the launch of its new PURELL® Green Certified Instant Hand Sanitizer, the world's first hand sanitizer to be certified by EcoLogo™, North America's most established multi-attribute environmental leadership standard and certification mark.

PURELL Green Certified Instant Hand Sanitizer, available in the U.S. only, is made with 100 percent naturally renewable ethanol in a readily biodegradable formula. Certification by EcoLogo, a third-party eco-labeling program, acknowledges that the product meets the program's Instant Hand Antiseptic Products standard (CCD-170) for environmental leadership. New PURELL Green Certified Instant Hand Sanitizer also meets the USDA BioPreferred program for biobased content.

PURELL Green Certified Instant Hand Sanitizer, available in both gel and foam, kills 99.99 percent of most common germs that may cause illness, and helps condition skin with a natural moisturizer in a fragrance-free and dye-free formulation.

“PURELL Green Certified Instant Hand Sanitizer is a major milestone in the long history of GOJO product development, and a healthy decision for people, places and the environment,” said Joe Kanfer, GOJO Chairman and CEO. “As the world's first instant hand sanitizer to receive certification from a type-1 eco-labeling program, PURELL Green represents the company's dedication to lead the industry in improving well-being through hand hygiene and healthy skin.”

The new PURELL Green Certified Instant Hand Sanitizer is part of a complete portfolio of GOJO GREEN HYGIENE™ Solutions that promote health and well-being while reducing environmental impacts. PURELL Green Certified Instant Hand Sanitizer foam or gel is available in a variety of sizes, including pump bottles, as refills for the PURELL TFX Touch Free Dispensing System, and refills for the PURELL FMX Dispensing System. It is available for away-from-home markets such as education, office buildings, government and military, healthcare, automotive, manufacturing, grocery and hospitality.

In addition to being made with naturally renewable plant-based ethanol in a readily biodegradable formula, PURELL Green further demonstrates sustainability through its GOJO SMART FLEX™ technology. The product is packaged in lightweight, recyclable PET bottles made with 30 percent less material and the same durability as standard rigid HDPE bottles. This packaging innovation helps save more than 250 tons of plastic annually.

It is natural that PURELL, the brand people know and trust, would introduce PURELL Green as the first and only product that meets EcoLogo standards for environmental leadership.

“PURELL Green is another embodiment of the GOJO Sustainability Commitment to social, environmental and economic principles,” said Kathleen Hooker, GOJO Global Marketing Director. “We strive to work in sustainable ways to enhance the quality of people’s lives by reducing risks to health and well-being, and to reduce the negative impacts on our ecosystem.”

EcoLogo announced in February the launch of its first standard for Instant Hand Antiseptic Products focused on the away-from-home market.

“The EcoLogo Program would like to congratulate GOJO on having its PURELL Green Certified Instant Hand Sanitizer certified first under this new standard,” said Angela Griffiths of the EcoLogo Program. “The leadership shown by GOJO helps to ensure greener hand sanitizers with biobased content are available to better protect human and environmental health.”

For further information about PURELL Green and other GOJO products, call the GOJO Customer Interaction Center (CIC) at 1-800-321-9647, or visit www.gojo.com/PURELLGreen. For more information or enquiries about EcoLogo or the EcoLogo Instant Hand Antiseptic Products standard, visit www.ecologo.org.

About GOJO

GOJO Industries, inventors of PURELL® Instant Hand Sanitizer, distributes PURELL in away-from-home markets throughout the world. In addition, GOJO manufactures and distributes a full line of products under GOJO and PROVON® brand names. GOJO has a 64-year history of leadership in improving well-being through hand hygiene and healthy skin. GOJO has products and programs to kill germs on hands and solve skin care-related problems in a variety of markets, including healthcare, foodservice, food processing, manufacturing, automotive, education, government and military. GOJO is a privately held corporation headquartered in Akron, Ohio, with offices in the United Kingdom, Japan and Brazil.

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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 was established in 1988 and today is one of the most recognizable eco-labels in North America. For more information, visit www.ecologo.org.