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Press Release: global
For immediate release

Biodegradable guest amenities: Hospitality first with Eco Pure®

Melbourne, Australia June 2009 – Leading global hotel guest supplier, Concept Amenities Pty Ltd signed an exclusive licensing agreement with Bio Tec Environmental LLC to create a complete range of biodegradable guest amenities that features Eco Pure®: a non-toxic, organic additive. When added to the raw material of plastics prior to processing, Eco Pure® renders the material biodegradable. Once discarded, this ingredient will break down the polymer's molecular structure and allow microbial action to occur in landfill conditions.

Concept Amenities has an exclusive global license to use Eco Pure® in their new range of environmentally responsible products (ERP)[™]. Stephen Duggan, General Manager of Sales & Marketing states, "This is an exceptionally unique innovation in the field of bio plastics that Concept Amenities is very excited to be offering. Hoteliers everywhere are looking for green solutions for their guest amenities. We believe ERP[™] is currently the best solution for hoteliers wanting biodegradable guest amenities today".

Ranges that carry the ERP[™] logo will be biodegradable in landfill. This includes tubes, bottles, caps and accessory items. All plastics will be biodegradable as well as paper sachets that have been made with post-consumer recycled material. Products that are currently recyclable can still be recycled in local recycling facilities.

ERP[™] formulations are gentle and nourishing for skin. These formulations are rich in moisturizing ingredients and contain no sulfates, no parabens and no unwanted preservatives.

ERP[™] will be launching globally in August 2009.

About Concept Amenities

At Concept Amenities we pride ourselves on being a world leader in the supply of amenities that deliver on quality, luxury and style. For over 25 years we have established expertise in all areas from design and formulation through to production, dispatch and delivery.

We have developed a comprehensive range of exclusive amenity lines, each with its own distinctive appeal. They contain the finest formulations that are created using natural botanical ingredients, sophisticated fragrances and a rich array of natural and organic extracts to truly nourish the skin, body and soul.

Visit www.conceptamenities.com/greenamenities

Eco Pure® is a registered trademark of Bio Tec Environmental LLC.
www.bio-tec.biz

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