

12<sup>th</sup> July 2009  
Press Release: global  
For immediate release

***Make your amenities environmentally responsible  
with biodegradable packaging from Concept  
Amenities***

Melbourne, Australia 2009 – Leading global hotel supplier, Concept Amenities Pty Ltd, is launching biodegradable packaging to hoteliers wanting to be more environmentally responsible with their guest amenities. Concept has an exclusive global license with Bio Tec Environmental LLC to use their product Eco Pure® in the hospitality industry. Eco Pure® is an organic based, enzyme additive that renders any polymer as biodegradable when discarded in landfill. It will be featured in a new line of environmental responsible products (ERP)<sup>™</sup> from Concept Amenities.

This is an exciting opportunity for hotels & distributors alike to offer biodegradable amenities either within their current products, or by choosing Concept Amenities as their official supplier. “If you want your guest amenities to be converted to ERP<sup>™</sup> approved biodegradable guest amenities...call and ask us how”, Stephen Duggan, General Manager Sales & Marketing.

Eco Pure® is already on the market through major companies in the manufacture of consumer goods. Stationary, water bottles and cosmetic packaging are all in manufacture and products are being received very well on a global scale.

The ERP<sup>™</sup> range of hotel guest amenities will include tubes, bottles, soaps and accessory items. Liquids & soaps are formulated to contain no parabens, no sulfates (SLS/SLES) and no unwanted preservatives.

ERP<sup>™</sup> will be launched in August 2009. For more information on how you can switch to biodegradable products, contact your local Sales Office or visit [www.conceptamenities.com](http://www.conceptamenities.com)

**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 27 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.

Eco Pure® is a registered trademark of Bio Tec Environmental LLC.  
[www.bio-tec.biz](http://www.bio-tec.biz)

ENDS.

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