

## **FLORIDA SUPPLY SELECTS EARTH FRIENDLY MANUFACTURER TO CREATE EXCLUSIVE *Eco Fresh™ Botanicals* GUEST AMENITY COLLECTION**

Edgewater, FL – Florida Cleaning & Supply, which distributes a comprehensive range of hotel and motel equipment; services and provisions, to the hospitality and healthcare industries has commissioned Concept Amenities to create a modern, environmentally responsible and exclusive line of hotel guest amenities.

Concept Amenities, based in Melbourne, Australia prides itself on being a leading global manufacturer of exclusive hotel guest amenities and retail brands for over 25 years that deliver on quality, luxury; value and innovation.

Each hotel guest amenity collection, formulated with plant-based ingredients and its own distinctive image, is created to provide economical and environmentally sensitive components. Soaps are enriched with moisturizing properties and formulated from vegetable-based ingredients. Liquids are blended with high quality biodegradable ingredients and many contain natural and organic extracts to deliver a gentle, effective cleansing experience.

"Concept Amenities' commitment to the environment played a major role in our decision as hoteliers seek green options for their guest rooms," explains Benny Sfera, vice president of Florida Supply. "We are very fortunate to be working with such a recognized leader in the industry as we implement the next level in our business plan, aggressively expanding our services into new marketplaces."

The use of biodegradable liquids and soaps, minimal packaging materials plus using tubes rather than bottles (tubes contain 30% less plastics than bottles) were all critical environmental considerations when developing *Eco Fresh™ Botanicals*

*Eco Fresh™ Botanicals*, Florida Supply's new guest amenity range, is a natural contemporary line of bath & body products designed with soft earth tones. Product mix includes nourishing shampoo; hydrating conditioner; bath and shower gel; body lotion and an array of accessories—dental kit; shave set and shower cap.

Launch plans include a national rollout slated for mid-January 2009.

Founded in \_\_\_\_ Florida Cleaning & Supply, with over 13,000 different items in inventory, is a family owned and operated business and acknowledged as one of the leading suppliers of janitorial equipment and supplies, institutional laundry products, restroom equipment and dispensers, paper products, plastic and styrofoam products, towels & linens, shower curtains, wooden hangers, hooks, and accessories, coffee and condiment packs in Florida.

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