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Press Release: global  
For immediate release



## *There are no shades of green*

Melbourne, Australia 2009 – Leading global hotel guest supplier, Concept Amenities Pty Ltd is launching their new biodegradable amenities range with a 'no shades of green' global campaign. This campaign sets the launch of a biodegradable guest amenity range made with Eco Pure®: a non-toxic, organic additive that renders different polymers biodegradable when disposed of in landfill.

The 'no shades of green' theme was derived by the team at Concept as a way of differentiating the company from all of the 'green wash' statements saturating the hotel market. Many companies making environmental claims on products do not always live up to their promise. Many cornstarch, plant-based bio resins currently on the market take much longer to biodegrade and only do so in an industrial composting facility, of which there are few around. Eco Pure® does not require these specified conditions in order to break down. Products containing Eco Pure® will biodegrade in landfill once they have been disposed of.

As consumers become much more educated on the differences between recyclable, recycled, compostable and biodegradable products, there is no room for misinformation and misinterpretation when it comes to green: there is only one shade. "What we're saying essentially is that you're either green or your not. A product either biodegrades or it doesn't, it's that simple".

The "no shades of green" campaign will cut across global industry publications through press releases and advertisements as well as featuring on popular Internet sites Twitter, MySpace and Facebook. "The most environmentally conscious consumers are our youngest generation. In order to seek them out we are developing pages through the most popular social networking sites – trademarks of this generation that attract millions upon millions of users each day".

Concept Amenities recently launched a new line of biodegradable amenities made with Eco Pure® at BITAC in July 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 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.

Visit [www.conceptamenities.com](http://www.conceptamenities.com)

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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