



iQ™ Household Cleaning Line Wins Prestigious 2010 GREEN AWARDS for “Best Green Packaging”

Innovative eco-friendly cleaning system reduces plastic waste by 80%

December 9th, 2010, Toronto, Canada – Planet People’s new iQ line of household cleaners (www.iQclean.com) was announced as the 2010 GREEN AWARDS winner for this year’s “Best Green Packaging” award.

iQ is a new line of eco-friendly cleaning solutions that features reusable bottles and sprayers, and patented REFill (Reduced Environmental Footprint) concentrate cartridges. By refilling with their own tapwater and adding the no mess, self-deploying cartridges, consumers can reduce by 80% the plastic waste associated with traditional household cleaners.



The GREEN AWARDS is a global awards competition that measures environmental projects and products according to creativity, sustainability and effectiveness. Judges of the 5th annual GREEN AWARDS competition selected iQ among notable shortlisted entrants that included Dell, Puma and Lush.

“We are thrilled that iQ has been recognized with this honor,” said Eric Green, president of Planet People. “With iQ, we’re trying to get consumers to rethink cleaning to reduce the toll that traditional cleaning takes on people and the planet. This award tells us we’re on the right track, and we’re excited to continue to work with our retail partners to get iQ into the hands of consumers.”

Every year, homeowners consume and discard billions of single use, plastic cleaning bottles which end up in landfills and waterways. Moreover, the transportation of those plastic cleaning bottles leaves a significant carbon footprint, despite the fact that 95% of cleaning formulations are water. iQ makes it easy to stop the unnecessary shipping of water, by allowing consumers to re-use their bottles and instead use their own tapwater and a small concentrate cartridge. This cuts down the number of trucks on the road from 30 to just 1 and reduces the carbon footprint by 70%.

Four iQ cleaners are available; All Purpose Cleaner, Bathroom Cleaner, Glass Cleaner and Floor Cleaner. Third party testing has proven that iQ products perform as well as or better than leading brands in the category, yet are non-toxic and safe to use. The iQ cartridges are both economical and recyclable, costing between \$2 and \$3.

iQ is available in the US at Hannaford, Sweetbay and Spartan Grocery stores and will launch nationally online at Alice.com in early 2011. In Canada iQ is available at London Drugs, Whole Foods and natural health food retailers, and will launch nationally at Wal-mart in Spring 2011. A list of participating retailers is available at www.iQclean.com.

About Planet People™

Planet People, a division of Siamons International Inc., is a Canadian manufacturer of innovative, sustainable products that offer high-performance cleaning to consumers and professionals. The company’s brand portfolio includes Concrobium Mold Control®, Gloves Off® and iQ™. For more information about Planet People and iQ™, please contact Ami Shah at (647) 894-0745 or by email at ashah@planetpeopleco.com