



March 2011

DeForest Enterprises, Inc. Sponsors CleanGredients®

DeForest Enterprises is pleased to announce our sponsorship of www.cleangredients.org, the innovative search engine designed for formulators seeking the incorporation of environmentally sensitive surfactants and solvents in their next generation product launches. You will find our company logo front and center on various CleanGredients® web pages including the “home page” and the often bookmarked “login page”.

DeForest first became a supplier member of CleanGredients® several years ago, when there were fewer than eight listed surfactant suppliers. Today there are over thirty surfactant suppliers posting their products on the search engine. We were ahead of the curve, recognizing the value of participation early on in the growth and market acceptance of CleanGredients®. We continue to see significant value for our company and our customers as we elevate our participation to “Sponsor” status.

DeForest Enterprises is currently the only surfactant supplier listed as a Sponsor of CleanGredients®, once again setting us apart from our peer group. This unique position speaks volumes with our company stepping forward and being a leader in our industry. Our co-sponsors include the U.S. EPA Design for the Environment (DfE) Program, ISSA as the leading trade association for the cleaning industry worldwide, Reckitt Benckiser, and Lanxess

Our product offering on CleanGredients® continues to expand with eight current products on the search engine and a ninth soon to be posted. The attached “Green Initiative” flyer provides details on our CleanGredients® listed products.

For those of you who already purchase DeForest products, we express our appreciation for your continuing business and your support of our company. For those of you who have yet to incorporate our products in your formulations, we hope you give us an opportunity to become a supplier and part of your company’s success.

Jeff Edwards
President