

TRADING CENTER



UPDATE: Four Hot New Household Products That Help You Clean 'green'

March 23, 2008: 11:20 PM EST



CHICAGO (Dow Jones) -- "Natural" and "green" were buzzwords heard at the International Home and Housewares Show held in Chicago this week. These products are designed to be safer for the environment and the people who use them.

Here are several of the new products on display at the show:

* Lotus Sanitizing System. A countertop appliance that turns tap water into super-oxygenated water that can clean, disinfect and sanitize. The machine, made by Tersano, adds an extra oxygen atom to water, which creates a liquid strong enough to kill E. coli and salmonella and eliminate 99.9% of pesticides and chemicals from food. According to the company, the charged water is 50% stronger than bleach yet safe enough to drink. It could be bought at The Sharper Image in the past, but now has wider distribution at retailers including Linens 'N Things, Sur La Table, and Costco. The cost of the system, which comes with a spray bottle and disinfecting bowl for produce, is \$169.99. Visit the Tersano Web site.

* Perfect Planet. A floor cleaner, a floor polish and an all-purpose cleaner were launched this year under the Perfect Planet line, developed by Weiman Products. The cleaners contain natural, plant-derived ingredients; the polish is ammonia and formaldehyde free. While the products, which carry the EPA's Design for the Environment label, are available in smaller stores, the company is working to get them on the shelves of big-box stores including Wal-Mart and Target. Currently, they're also available at mybrands.com, where they cost between \$4.63 and \$7.07. Visit Weiman Web site.

* Green Works: The new Green Works line is Clorox's answer to green. The products are made from plant-based ingredients derived from coconuts and lemon oil and are at least 99% natural. They also claim to be just as effective as conventional cleaners, and have the EPA's Design for the Environment label. Prices for the products range from \$2.99 to \$3.39, according to the company. Visit the Clorox Web site.

* Perf Go Green: To contain all your trash, new biodegradable plastic garbage bags were introduced at the show. Perf Go Green bags claim to break down in the environment in one to two years -- an improvement from traditional bags which take hundreds of years to break down. A package of 12 bags runs about \$4.50 to \$ 4.75, and people will start seeing the products in big-box stores in June or July. Visit the Perf Go Green Web site.

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