

SIMPLE SOLUTIONS
ONE CLEANING SOLUTION
MANUFACTURER PROVES NON-
TOXIC CLEANLINESS

By VICKY FLOROS
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I am pretty certain that cleaning products don't sound like the most exciting thing, but Simple Green is a local company worth talking about. No matter how uninterested you may be in cleaning, the local company deserves kudos for its innovative products and staying power.

Simple Green has been around since B. Fabrizio, along with his father, started the company back in 1975. The very first all-purpose cleaner Fabrizio and his team ever created is still in production today, with a few variations that naturally come with new advancements in science.

Most importantly, Simple Green was the first-ever nontoxic biodegradable cleaner on the market and it remains the best seller in 2007. While researching this company and talking to several environmentally active folks, I discovered that Simple Green product users tend to stay loyal to the company for life, which must prove that they are doing more than a few things right.

“Simple Green is always on the cutting edge of technology and science,” says Denise Dochnahl, Simple Green’s marketing specialist. “Most recently we developed specialty cleaning products for stone and stainless steel surfaces found in today’s modern kitchens.”

This is good for the OC’s own desperate housewives to keep in mind — opt for the cleaning product that isn’t harmful to inhale or won’t poison your veggies when you place them on your countertop.

But don’t get jealous, boys, there are things for you to consider as well, including an entire line devoted to automobiles. So for all you car buffs shining up your dad’s Rovers and Benzes — I mean yours, of course — why not go over to the local grocery store and pick up something that is nontoxic and nonabrasive to clean and detail those pretty rims?

But it isn’t only the quality and commitment to being innovative that is worth mentioning. Simple Green has been incredibly active in its attempts to educate people in changing their lives to better suit our struggling environment.

Every year, Simple Green hosts a large fundraising golf tournament. The proceeds this year are being donated to EGBAR (Everything's Gonna Be Alright), which will work towards educating children about the environment.

On a side note, the whole golf course thing threw me off, so I had to address the issue to Dochnahl. I mean, a golf course? It's not the most eco-friendly place in the world.

Her answer, however, is poignant.

“Simple Green has selected courses over the years for their golf tournament which strive toward the least amount of impact on their environment ... While we don't encourage destruction of land for any reason, the fact is that these courses exist and a golf tournament is a great way to get maximum involvement from our customers and vendors, to raise the largest amount of money possible for the programs that we support ... The alternative is to do nothing and watch things get worse and worse, to the point of being unable to change anything,” she says.

This attitude is precisely the reason why Simple Green has won my vote and I salute the entire company for its commitment to all that is green.

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