

# Green Is The New “It” Color

## Reduce, Recycle and Reuse with These Expert Tips

(NAPSA)—Environmental issues are on the minds of most Americans, and from the halls of Congress to Main Street, U.S.A., people are looking for ways to reduce, recycle and reuse materials to lessen their negative impact on the environment.

“We are all learning to do things differently to reduce energy, consume fewer resources and make a positive impact on our environment,” said Jackie Cooper, director of marketing communications for Eureka®. “This mind set begins at home, where we can make great strides to be ‘greener,’ especially when it comes to cleaning.”

One way to reduce energy consumption is to seek cleaning products that require less energy to operate but provide the same power to get the job done. Eureka recently launched an eco-friendlier upright vacuum, the envirovac™, which features an 8-amp motor and, therefore, uses 33 percent less energy to operate than a standard upright vacuum featuring a 12-amp motor.

The average American household vacuums about one hour per week using a 12-amp motor. If only a quarter of the 100 million households in the U.S. used envirovac, 6.25 million kilowatt-hours



of energy would be saved and the annual reduction in harmful CO<sub>2</sub> emissions would be equivalent to keeping 855 cars off the road for a full year.\*

By reusing and recycling materials and by being conscious of product ingredients and packaging, consumers can be “greener” cleaners all the time. Here are some additional tips:

- Use natural cleaners as much as possible—products like vinegar, lemon juice and baking soda go a long way to remove odors, lift stains and clean without scratching surfaces.

- Look for products that use natural ingredients to remove odors. For example, ARM & HAMMER® baking soda is used in a number of environmentally friendlier vacuum bags and filters.

- Instead of using paper towels to clean glass surfaces, try newspaper. It’s made from recycled materials, you can recycle it again and it won’t leave streaks.

- Use old clothing as rags. This is a great way to repurpose something and then use it again and again. Be sure to wash with cold water to save the washing machine some energy!

- Seek products packaged in recycled materials. The envirovac, for example, is boxed in 100 percent recycled cardboard, and many product manufacturers are reducing excess packaging and using eco-friendlier materials.

“There are many great resources on the Web for information about eco-friendlier cleaning practices,” said Cooper.

For some additional tips and information on the envirovac, please visit [www.vacuumgreen.com](http://www.vacuumgreen.com).

\*All energy usage and emissions statistics gathered from EIA (2002) a. Annual Energy Review 2001. Energy Information Administration, U.S. Department of Energy.