



**Brondow, Inc.**  
68 Marbledale Road, Tuckahoe, NY 10707  
Tel: 914-961-9026 Fax: 914-961-9216  
www.brondow.com • info@brondow.com

**Mayr Communications Inc**  
615 Franklin Tpke., Ste. 3, Ridgewood, NJ 07450  
Tel: 201-612-6010 Fax: 201-612-6013  
www.mayr.com • info@mayr.com

## News Release

FOR IMMEDIATE RELEASE

### **Pine-Scented Cleaner Popular With Consumers During Holiday Season** *Breath O' Pine Cleans, Disinfects; Long-Lasting Pine Aroma Adds to Ambiance of the Holidays*

**Tuckahoe, NY – December 3, 2003:** With more than 59 million people expected to visit their friends and families this holiday season, millions of Americans will purchase scented candles, potpourri and cleaning products to help create the perfect setting for their holiday celebrations. Ranking among the most popular scents from November through January, pine is a leader in the more than \$2 billion a year household fragrance market. And today, many consumers are turning toward complementary scented cleaning products, like **Breath O' Pine** with its natural pine aroma, to help ensure the ambiance of the holidays.

“Consumers don’t want the harsh chemical scent of many traditional cleaners lingering for their holiday gatherings,” said Tim Kelley, President of Brondow, Inc, maker of **Breath O' Pine** pine cleaner/disinfectant\*. “Revered for its long-lasting clean pine scent, **Breath O' Pine** complements the natural aroma of holiday greenery. An industry leader in pine oil concentration, **Breath O' Pine** is a natural disinfectant and heavy duty cleaner, making it a holiday favorite for generations of American families.”

#### **Multi-purpose Surface Cleaners**

As the holiday season begins in earnest, Americans will undertake the daunting task of cleaning dozens of household surfaces, from the kitchen and bathroom floors to the sink, garbage cans, toilet and more. But with hundreds of cleaning products available, how do consumers stock their pantry and still have money left over for holiday gifts?

With more than \$3 billion in sales every year, the market for cleaning products has grown significantly. And while many manufacturers have turned toward marketing expensive specialty products claiming to save consumers time and energy, most cleaning experts agree that the most convenient and cost-effective way to clean the home is still the multi-purpose cleaner.

Multi-purpose cleaners are extremely versatile and safely and effectively clean a variety of surfaces while eliminating the need to fill the household pantry with dozens of expensive specialty cleaning products.

“Consumers appreciate the flexibility of multi-purpose cleaners,” continued Kelley. “**Breath O' Pine** offers the power of a disinfectant, deodorizer and heavy-duty cleaner that can be used from the kitchen to the laundry, garbage cans and even pet areas. One bottle of **Breath O' Pine** can take the place of numerous expensive specialty products and keep the house smelling fresh for the holidays.”

#### **60-Year Family Heritage**

Just as the holidays are a long-running family tradition, **Breath O' Pine** this year celebrates its 60-year heritage as one of America’s few remaining family founded, owned and operated cleaning brands. Fifty-six years after its incorporation (1947), Brondow, Inc. is still chaired by

members of the Kelley and Farris Families – direct relatives of **Breath O' Pine** inventor Edward J. Kelley and co-founder John T. Farris, Sr.

The product that became the basis of **Breath O' Pine** product was first developed in the Kelley family's Mt. Vernon, NY home during the mid-1920s. Made from a combination of high concentration pine oil, soaps and other ingredients, the product was highly effective in dissolving grease, dirt and other heavy stains.

Since 1943, **Breath O' Pine** has grown into a widely recognized household name, joining the ranks of such other well-known 60-year-old brands as Krispy Kreme (1997), Jeep (2001) and Coach (2001).

Available in 15 and 28-oz bottles, **Breath O' Pine** is among the top 10 selling pine cleaners in the New York Market. According to ACNielsen, Americans spent more than \$3 billion in household cleaning products in 2002. Liquid, all-purpose cleaners including pine and multi-purpose cleaners led the category last year with nearly \$800 million in sales.

### **Pine Oil**

Pine oil, which is derived synthetically and from a distillation process of the wood and needles of pine trees, is commonly found in numerous household products. The fragrant oil has been used for decades, scenting candles and as the base for many household cleaners. Recognized for its cleaning capabilities, pine oil also has natural insect repellent properties and is a limited disinfectant against gram-negative household germs such as those that commonly cause food poisoning.

### **Going Beyond Breath O' Pine**

Over the past several years, Brondow has built a strong franchise of household, hard surface cleaners in addition to **Breath O' Pine**. This line includes such value-brand pine-based cleaners as **Clean Pine** as well as a complete line of value brand multipurpose cleaners marketed and distributed under the name **Clean and Fresh**.

Brondow has retail distribution throughout the northeast and mid-Atlantic and is the private label pine cleaner manufacturer for such leading retailers as Stop & Shop, ShopRite and other major supermarkets. The Company develops and markets innovative household cleaners and disinfectant products.

Additional information about Brondow, **Breath O' Pine** or the locations of the many retailers carrying the products is available by calling 914-961-9026, or on the internet at [www.breathopine.com](http://www.breathopine.com).

\* **Breath O' Pine** is a limited disinfectant against gram-negative intestinal bacteria, including those that commonly cause food poisoning.

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