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FOR IMMEDIATE RELEASE

Ellepot-USA's "Plant-It-Friendly" Bag Approved Under Veriflora® Sustainability Certification Program

May 23, 2011 - Emeryville, CA – Ellepot-USA's new "Plant-It-Friendly" bag has been recognized as an Approved Input Material under the Veriflora Sustainability Certification Program for plants and flowers.

The Plant-It-Friendly bag is made from a potato-based polylactic acid resin. It is an effective substitute for the plastic pots typically used by horticultural growers and retailers, thereby reducing the solid waste associated with these pots and their accompanying plant tags. In addition, because the bags can be printed on demand, they reduce "shrink" waste. Plants contained in the Plant-It-Friendly bag require a shorter grow time, thus using less water and fewer chemicals. Moreover, the product complies with the specifications for "compostable" as defined by the American Society for Testing and Materials (ASTM D6400).



"Ellepot-USA is proud to have our new Plant-It-Friendly bags approved as Veriflora input materials," said Lars Peter Jensen, National Sales Manager of Blackmore Co. & Ellepot-USA. "To us, sustainability means ensuring that the work we do today makes our business stronger for tomorrow and the Plant-It-Friendly bag will help us work towards that goal."

Veriflora is a sustainability certification and eco-labeling program administered by Scientific Certification Systems (SCS) and accredited under ISO/IEC Guide 65. SCS has designated the Plant-It-Friendly bag as a Veriflora Approved Input Material after verifying that it supports the waste reduction objectives of the Veriflora standard. This approval process assists growers and retailers by providing independent guidance about input materials and products that support their sustainability objectives.

Scientific Certification Systems (SCS) has been providing global leadership in third-party sustainability and environmental certification, auditing, testing and standards development for more than 25 years. SCS programs span a wide range of industries including green building, product manufacturing, food and agriculture, forestry, retailing and more. <http://www.scscertified.com>

Ellepot-USA EllePot-USA is a partnership between Ellegaard a/s and Blackmore Co.

For more information: www.ellepot-usa.com. For more information on the "Plant-It-Friendly" bag contact skip@blackmoreco.com or lpj@ellepot.dk, 321-960-7416.

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