



> Safeway Touts New Green Line

Safeway Touts New Green Line

Apr 22, 2009 6:00 AM

SAVE THIS
 EMAIL THIS
 PRINT THIS

PLEASANTON, Calif. — Safeway is celebrating Earth Day today by promoting its Bright Green line of earth-friendly products.

The 20-item line includes cleaning and laundry products made with naturally derived and biodegradable ingredients; paper products whitened without the use of chlorine and made from 100% recycled fibers; and high-efficiency light bulbs that save electricity while lasting 13 times longer than ordinary bulbs.

Safeway is featuring the line on its safeway.com home page, and offering a \$1 print-at-home coupon for any Bright Green product.

Introduced late last year, Bright Green was developed in partnership with Scientific Certification Systems, a third-party provider of certification, auditing and testing services and standards in environmental protection and social responsibility. SCS reviewed each Bright Green product for naturally derived and biodegradable ingredients, post-consumer recycled content and energy efficiency.

“On your next shopping trip, consider Bright Green. It’s a simple way to take care of your home, community and our planet,” Safeway states in promotional materials.

Read More of [Today's Headlines](#)

Ads by Google

[Food Coupons Safeway](#)

See the Savings Add Up w/ Coupons. Great Deals Everyday. Print Now!

[Safeway.com](#)

[Official Honda Site](#)

The new Honda Insight Hybrid. Designed and priced for all of us.

[www.honda.com](#)

[How 2 Build Solar Panels](#)

Slash Your Home Energy Bill by 90%? 7 Products Failed - These 2 Worked!

[How2BuildSolarPanels.com](#)

[Safeway Application](#)

Locate jobs openings and Apply today.

[www.applicationsearch.net/JobSearch](#)

Subscribe / Renew to Supermarket News



The most reliable source of industry news and insight...in print and online.

[Subscribe Today](#) and gain instant access to the online SN Archive

[Renew](#)

[Sign up](#) for email newsletter

Subscribe to SN



IRI Times & Trends

"New Product Pacesetters: The Role of Innovation in a Down Economy" report showcases the most successful new CPG brands for 2008 — successful despite the recessionary economy. These Pacesetters are best practice case studies in how to beat the new product odds.

SN Free Daily Update



The food trade's leading daily news service. [Register Here](#)

Upcoming Events

May 4-6
Future Connect
Food Marketing Institute
 Hyatt Regency Dallas at Reunion
 Dallas
 202.452.8444

May 6-8
Marketechnics
Food Marketing Institute
 Dallas Convention Center
 202.452.8444

[View All Upcoming Events](#)

Jobs/Classifieds

- [Distribution Superintendent II](#)
El Monte, CA
The Vons Companies Inc.
- [Manager, Marketing Planning](#)
Pleasanton, CA
Safeway Inc
- [General Manager 5 - Food](#)
Flagstaff, AZ
Sodexo
[\[VIEW ALL JOBS \]](#)

[View All Classifieds](#)

More Premium Content



[Room for Growth](#)

In light of the ongoing recession, the California drought and last summer's salmonella outbreak that devastated the tomato industry before finally being blamed on contaminated peppers...



[Pricier Pasta](#)

Although pasta had the most dramatic food price inflation of all categories, its unit sales are up as the easy-to-prepare staple gains inclusion in many at-home chefs' repertoire.



[Getting Prepared](#)

Just as the full scope of the nation's financial woes began unfolding in the news last fall, Stauffers of Kissel Hill was set to open its largest store yet.



[Trucks for Hire](#)

While retailers and their suppliers still engage in tense negotiations over core product transactions — witness the recent critiques issued by Safeway's Steve Burd...



Subscribe to Premium Content Today!

Corporate Finance

Read in-depth coverage of quarterly reports.

Marketing Trends

New promotions, new pricing, new products.

[SUBSCRIBE TO PREMIUM CONTENT](#)

- [Home](#)
- [Contact Us](#)
- [For Advertisers](#)
- [For Search Partners](#)
- [Privacy Statement](#)
- [Terms of Use](#)
- [E-mail Webmaster](#)

© 2009 Penton Media, Inc.