

Private Label

THE PUBLICATION FOR STORE BRAND LEADERS

Bringing in the Green

Eco-friendly non-food products run the gamut, from paper products made of either sugarcane or recycled paper, to chlorine-free diapers.

By Jamie Grill

According to the Organic Trade Association's *2010 Organic Industry Survey*, organic sales growth continued to outpace total sales of comparable conventional food and non-food items by a significant margin. Organic non-food sales experienced 9.1% growth, while total comparable non-food item sales actually declined by 1%. However, the growth rate for organic non-food items has slowed compared to 2008, when it was 39.5%, according to The Organic Trade Association (see OTA data at www.ota.com).

Organic supplements edged out personal care as the largest organic non-food category in 2007 after a year of profound growth, and the category continues to hold the top spot with \$634 million in U.S. consumer sales in 2009. Organic fiber, which includes linens, clothing, mattresses and other textiles, shoved personal care from the number two spot in 2008 and crossed the \$500 million threshold in 2009. The small, emerging categories of organic pet food, household cleaners and flowers have seen sizable sales increases over the last eight years, but are growing from a small base and still only account for 10% of non-food organic sales.

According to PMMI's study, *2010 Personal Care Package Market Assessment*, the personal care packaging industry in North America is expected to total between \$70 billion and \$80 billion in 2010. Currently, plastics dominate package materials. However, PMMI researchers say to expect to see tubes and pouches grow faster than bottles over the next five years as primary packaging materials, since they are seen as having a smaller environmental footprint than bottles.

Bright Green

Safeway, Pleasanton, CA, introduced the Bright Green line of home care products in November 2008. Bright Green was developed in partnership with



Above: Whole Foods offers natural and organic products like Whole Foods Market Organic Castile Soap, 365 Everyday Value Paper Towels, and 365 Everyday Value chlorine free diapers. **Below:** Safeway's Bright Green line includes more than 20 choices to meet shoppers' eco-friendly household needs.

Scientific Certification Systems (SCS), a leading 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.

According to Safeway's website, "We understand that what is green today may not be green tomorrow. So we're committed to introduce easy, affordable ways we can all work together to make a difference."

There are currently more than 20 choices to meet shoppers' eco-friendly household needs. They're available at a price that is comparable with leading national brands in these categories.

Cleaning: Bright Green cleaning products are biodegradable, made from naturally derived ingredients, and packaged in packages made from various amounts of post-consumer waste. Cleaning products include All Purpose Cleaner, Bathroom Cleaner, Floor Care, Glass & Window Cleaner, Toilet Bowl Cleaner, Auto Dish Wash Gel, Auto Dish Wash Powder and Ultra Hand Dish Wash Liquid.

Laundry: Bright Green Laundry Products are biodegradable, phosphate-free, septic-safe, never tested on animals, and double-concentrated. Products include 2X HE Liquid Detergent in Free & Clear and Natural Lavender scents, Bleach and Fabric Softener Liquid.

Lighting: Bright Green lighting products are Energy Star-approved. CFL Twist Bulb two packs come in 18 or 23 watt. Bulbs save electricity while lasting 13 times longer than ordinary bulbs, up to 9 years.

Paper: Bright Green paper products include Bath Tissue, Facial Tissue, Paper Napkins, and Paper Towels. They are made from 100% recycled fiber (80% post-consumer content) and whitened without elemental chlorine.

