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December 22, 2009

Mr. Ryan Sellars
Sellars Wipers and Sorbents Inc.
6565 North 60th Street
Milwaukee, Wisconsin, 53223
United States

RE: Claims Validation Results

Many companies have been self-certifying their claims based on their own internal reviews. Because some manufacturers have provided misleading information, consumers and retailers are beginning to ask for independent proof of these claims. Even when companies have independent third-party verification of specific claims, the claims can still be misleading and subject to greenwashing charges if the claims are not relevant or meaningful.

Sellars Wipers and Sorbents, Inc. (Sellars) produces high-performance based lines of double recycled wipers, GREENX™ Towels and Sellars Shop Towels (as listed on page 2 of this letter), that contain post-consumer recycled fibers. Sellars is interested in promoting this fact, but also wants to provide the assurance that any environmental claims being made are accurate. In this regard, Sellars engaged TerraVeritas Validation Sciences Inc. to substantiate the Claim regarding post-consumer recycled fibers, to ensure its accuracy, and to avoid the potential for perceived “greenwashing”.

The TerraChoice Group is a family of companies with expertise in environmental standard setting, verification, and marketing. TerraVeritas, a wholly-owned subsidiary of TerraChoice, combines science-based environmental information with marketing savvy to provide enhanced environmental credibility for companies.

TerraVeritas performed the following activities for this claims validation process:

- Examined the calculations, supporting data, and standard operating procedures in order to specifically assess the internal logic, conservativeness and accuracy of the calculations; the applicability and veracity of the underlying assumptions and data; and the impact uncertainty in the calculations, data quality and use of the Claim;
- Assessed whether the post-consumer recycled fiber claim was related to materially important areas of environmental impact; and
- Determined if the Claim met or exceeded both the requirements and the intention of the Federal Trade Commission’s “Guides for the Use of Environmental Marketing Claims”.

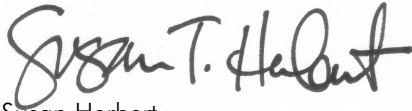
TerraVeritas has successfully verified the following claim language for the products listed on page two of this letter manufactured at the Sellars facility in Milwaukee, Wisconsin¹ :

***“made with 40% post-consumer recycled fiber*
* (based only on the product’s fiber content, which represents a minimum of 85% of the total product weight)”***

¹ It should be noted that TerraVeritas has performed this validation process on the specific GREENX™ Towels identified on page two of this letter (together referred to as the ‘Product’) in order to determine whether or not the Product meets the claim of “made with 40% post-consumer recycled fiber* * (based only on the product’s fiber content, which represents a minimum of 85% of the total product weight)” (referred to as the ‘Claim’). Our review of the Product is limited to the accuracy of the Claim and we have not reviewed, nor have we provided an opinion on any other product or, including but not limited to, whether or not the Product is environmentally friendly.

We commend Sellars Wipers and Sorbents, Inc. for taking a leadership role in presenting accurate and validated environmental information to consumers.

Sincerely,



Susan Herbert
Vice President, Science Strategy

Listed below are the specific products for which the Claim [*“made with 40% post-consumer recycled fiber* * (based only on the product’s fiber content, which represents a minimum of 85% of the total product weight)”*] was validated. These products are identified by product name and product number, and are produced at the Sellars’ Milwaukee, Wisconsin manufacturing facility. These are the only products against which the Claim was validated.

Product Name	Product #	Color	UPC	Sheet Size	Description
GREENX™ Light-Duty Natural DRC Quarter Fold Towels	20109	Natural	N/A	12.5" x 13"	90 sheets/bundle - 12 bundles/case
GREENX™ Heavy-Duty Natural DRC Quarter Fold Towels	50109	Natural	N/A	12.5" x 13"	60 sheets/bundle - 12 bundles/case
GREENX™ Light-Duty Natural DRC Interfold Towels	20210	Natural	N/A	9.5" x 16.5"	135ct - 8 inner boxes/case
GREENX™ Heavy-Duty Natural DRC Interfold Towel	50210	Natural	N/A	9.5" x 16.5"	100ct - 8 inner boxes/case
GREENX™ Light-Duty Natural DRC Jumbo Roll Wipers	24310	Natural	N/A	12.5" x 13"	950ct - 1/case
GREENX™ Heavy-Duty Natural DRC Jumbo Roll Wipers	54310	Natural	N/A	12.5" x 13"	692ct - 1/case
GREENX™ Light-Duty Natural DRC Poly Wrap Dispenser	24204	Natural	660708242043	10" x 13"	275ct - 6/case
GREENX™ Heavy-Duty Natural DRC Poly Wrap Dispenser	54200	Natural	660708542006	10" x 13"	200ct - 6/case
GREENX™ Heavy-Duty Natural DRC Roll Towels	54600	Natural	660708546004	11" x 9.4"	64ct - 30 rolls/case
GREENX™ Light-Duty Natural DRC Big Grip® Bucket	24202	Natural	660708242029	10" x 13"	275ct - 2/case
GREENX™ Heavy-Duty Natural DRC Big Grip® Bucket	54202	Natural	660708542020	10" x 13"	200ct - 2/case
GREENX™ Light-Duty Natural DRC Center-Pull Towels	24203	Natural	N/A	10" x 13"	275ct - 6/case
GREENX™ Heavy-Duty Natural DRC Center-Pull Towels	54203	Natural	N/A	10" x 13"	200ct - 6/case
Sellars Shop Towel Big Grip 200CT Bucket	55208	Blue	660708552081	10" x 13"	200ct - 2/case
Sellars Shop Towel Big Grip 200CT Bucket	5520801	Blue	660708552081	10" x 13"	200ct - 2/case
Sellars Shop Towel Big Grip 200CT Poly Wrap Dispenser	55207	Blue	660708552074	10" x 13"	200ct - 6/case
Sellars Shop Towel Big Grip 200CT Poly Wrap Dispenser	5520701	Blue	660708552074	10" x 13"	200ct - 6/case
Sellars Interfold Wiper 100/Box	5025001	Blue	N/A	9.5" x 16.5"	800/case
Sellars Plain Jumbo Roll Towel	10252	Blue	N/A	12.5" x 13"	692/roll
Sellars Shop Towel 64CT Roll Towel	54400	Blue	660708544000	11" x 9.4"	64ct - 12/case
Sellars Shop Towel 64CT Roll Towel	5440012	Blue	660708544000	11" x 9.4"	64ct - 12/case
Sellars Shop Towel 64CT Roll Towel	5440030	Blue	660708544000	11" x 9.4"	64ct - 30/case