SELLARS®
When Performance Demands Quality®

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Dear Valued Sellars Distributor,

Sellars is announcing a change to our existing blue shop towels and/or wipers that will help increase your sales. Our new blue shop towels and/or wipers will be made with 40% post-consumer recycled fibers. This meets the EPA Comprehensive Procurement Guidelines. It will also provide opportunities to earn LEED credits in several Existing Buildings Opportunities & Maintenance categories. This is the first blue DRC shop towel that can make that claim.

This change is consistent with our move to manufacturing high quality products made with recycled fibers. You can rest assured that our new blue shop towel outperforms the leading competitor's products. In fact, our new 40% post-consumer towel has been independently tested for strength and absorbency vs. the leading competitor. The new LW blue shop towel is 70% stronger when wet vs. the leading competitors' lightweight DRC. The new HW blue shop towel is 58% stronger when wet vs. the leading competitors' heavyweight DRC.

Our new blue shop towel is made with 40% post-consumer recycled fibers which meets the minimum level of post-consumer recovered fiber in the EPA Comprehensive Procurement Guidelines. Having a blue shop towel that meets the EPA Comprehensive Procurement Guidelines will allow you to specifically target government accounts (i.e. universities, schools, military, mass transit, airports, offices, maintenance, grounds, parks, just to name a few). Government agencies that purchase more than $10,000 of shop towels a year and receive any type of federal funding are required to purchase products that meet the EPA Comprehensive Procurement Guidelines.

This change will begin the week ending October 2nd, 2009. We want to caution you that this will be a "rolling change." This means that we will sell through our existing inventory BEFORE we begin selling the new blue shop towel and/or wiper. The availability of each new product depends on how quickly we sell through the old blue shop towel and/or wiper. Our customer service team will inform you when you are ready to order if the new blue shop towel and/or wiper are available. We appreciate your continued support of Sellars.

Regards,
Ryan Sellars
Product Manager
Sellars Wipers & Sorbents

Sellars started in 1985–through hard work, dedication, tireless innovation, and a commitment to quality the company has grown from a small operation to a fully integrated manufacturer. Those principles are still applied today. We are focused on leading our industry in manufacturing quality wipers and sorbents with the highest percentage of recycled fibers, while not sacrificing the performance that our customers have come to expect from Sellars. To stay informed on what is happening at Sellars or to learn more about our products please visit www.sellarscompany.com.