

LIBMAN



IMPROVED MATERIALS PET FIBER TRANSITION

Libman is completing a transition to all PET fibers for our items that contain plastic fiber. The benefits of this new fiber:

- Made from recycled plastic bottles
- Environmentally friendly
- More weight and density, longer life fiber
- The information at the right was part of our current press kit and explains some of the environmental benefits of PET.



WHAT IS PET?

- ▶ PET or polyethylene terephthalate, is a plastic resin and form of polyester.
- ▶ PET is commonly used to package soft drinks, water, juice, salad dressing and cosmetics.

How does The Libman Company use PET?

- ▶ Libman purchases recycled PET pellets, cleans and melts them down to make the fibers for Libman brooms.
- ▶ They purchase approximately 500,000 pounds of PET a year – the equivalent of roughly 15 million 16 oz. plastic bottles.

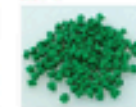
STEP 1



STEP 2



STEP 3



STEP 4



How do users benefit?

- ▶ By using roughly 900,000 pounds of PET yearly, Libman is saving over 3,300 cubic yards of landfill space each year – the equivalent of over 33 football fields, just under 2 miles!