



NATIVE GREEN™

**“We do not inherit the
earth from our ancestors,
we borrow it from
our children.”**

-Native American Proverb





NATIVE GREEN™

Who We Are...

Native Green is a certified woman owned minority business enterprise, whose purpose is to provide innovative, high quality, everyday cleaning products that are cost effective while protecting our customer's health and also the environment.

Where We Fit...

For cleaning product purchasers who are requiring "green products", Native Green supplies solutions that not only perform as well or better than traditional products but have the benefits of saving space, reducing packaging, reducing plastic waste, and being more convenient to transport and use. Unlike our competitors, we focus on intelligent packaging as well as the ingredients, which lowers cost and increases product performance for our customers.



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Are Green Cleaners Really Important?



**Traditional
Cleaner
User** →

← **Native
Green
User**



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The Department of Defense Thinks They Are...

“ Green products or services must be considered as the first choice in **ALL** procurements.... For example, procurement rules **REQUIRE** you to purchase green products when you are planning to purchase products and services in the following categories (note that this list is not all inclusive):

Office products (including electronic equipment and furniture)

Printing services

Fleet vehicles and fleet maintenance products

Building construction, renovation and maintenance (including **janitorial supplies** and landscape services)

Traffic control

Parks and recreation

Appliances

Lighting ”

Department of Defense Green Procurement Strategy



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Cleaning Products and the Fleet The Problem List

- **Traditional cleaners occupy a lot of space and are heavy**, reducing the amount of products that can be stored along with making them difficult to transport throughout the ship.
- **They generate a lot of plastic waste**; big plastic containers and disposable bottles have to be stored until port and contribute to our landfill problems.
- **The chemistries in the cleaners are unhealthy for the users**, especially in concentrated form. The products were not designed to be used in confined spaces, where a lack of outside air increases the effects. Hand mixing or dilution of the products is rarely accurate and contributes to the problem. For example, if the proper product dilution is 1:20 and you have a 4 gallon bucket, how much do you put in? Most just pour it in, generally way more than needed.



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Cleaning Products and the Fleet The Problem List (cont.)

- **The cleaning products cost more than they should;** shipping costs for all that liquid (mostly water) makes up to 40% of the price.
- **Products get misused.** The lack of space, money and portability means that some products get used improperly. This happens because the proper cleaners are not available. The result is more work, poorer results and lower hygiene levels. Dish detergent should not be used on floors (can leave slippery residue), all-purpose cleaners should not be used in bathrooms (ineffective on mineral deposits, soap scum), or computer screens (will damage them).
- **Damages the environment, especially the water.** Much of the waste water used in cleaning will make it's way into the oceans and rivers. When all the waste water from cleaning, dishwashing, and laundry is combined, even a small ship will generate 100,000 gallons of cleaning chemical wastewater per year.



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How Native Green Solves The Problem List: Green Cleaners with Unique Packaging

Cartridge Cleaners:

- Cartridge Automatically Delivers the Exact Amount of Concentrated Cleaner Every Time at **Less Cost**
- EPA Design for the Environment Certified Formulas
- Re-usable Spray Bottle Reduces Plastic Waste.
- Compact Size and Weight Reduces Energy, and Carbon Emissions Created by Transportation
- Saves Space and Weight; Store 32 Times the Product in the Same Space
- Offers the Convenience of Ready-To-Use Product and the Economy of a Concentrate



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How Native Green Solves The Problem List: Green Cleaners with Unique Packaging

Squeeze and Pour Concentrates:



- Most powerful EPA certified “green” cleaners available
- Super Hi-Concentrates means smaller packaging, lower cost and plastic waste – less to stow, less to dispose, less cost to ship. 1:128 and 1:256 dilutions
- Easy to use, no chance of mixing errors – the right amount of concentrate every time, no waste
- Healthier for crew – no harsh chemicals or fumes to damage or aggravate human respiratory functions
- Meets all the Federal, DOD and Navy green purchasing requirements –also supports programs such as PRIME, WRAPS



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Cartridge Cleaners - How It Works...

Fill It...



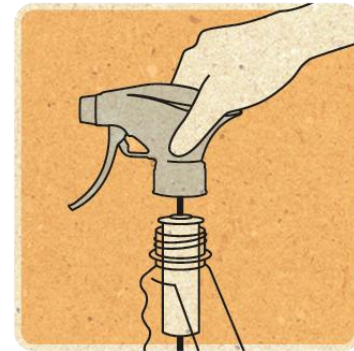
Fill the spray bottle with water to the fill line.

Drop It...



Drop the cartridge into the neck of the spray bottle.

Pop It!



Insert the sprayer into the bottle through the hole in the cartridge to release the cleaning solution. Shake gently.



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Squeeze and Pour : How It Works...

Squeeze...



Remove bottle cap and gently squeeze bottle

Measure...



Squeeze until one ounce measuring cup is full

Pour...



Pour into bucket previously filled with water, a single measuring cup per gallon.



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Concentrated Cleaners

Cartridge and Central Dispensing Products

- Multi-Purpose Cleaner/Degreaser*
- Glass and Hard Surface Cleaner*
- Bathroom, Tile and Grout Cleaner*
- Neutral Ph Disinfectant and Green Cleaner*
- Food Services Sanitizer*
- Neutral Ph Floor Cleaner (Damp Mop)+
- Fabric and Air Deodorizer+

* *NSN assigned and approved for onboard use*
+ *GSA contracted product (Schedule 73)*



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Specialized Green Products

Personal Care

- USDA Bio-Preferred Foaming Hand Soap*
- Non-Alcohol Foaming Hand Sanitizers*

Laundry

- Phosphate Free Detergent Powder/Solid
- Free and Clear Liquid Detergent+
- Liquid/Solid Oxygen Destainer/Bleach
- Eco-Preferred Softener and Sour

** NSN assigned and approved for onboard use*

+ GSA contracted product (Schedule 73)

Food Services

- Phosphate Free Solid Machine Dishwashing Detergent+
- 2X Liquid Manual Dishwashing Detergent+
- Solid Manual Dishwashing Detergent+
- Solid and Liquid Rinse Drying Additives+
- Liquid Dishwasher Delimer/Descaler+
- Safe Soak Flatware Pre-Soak+
- Chlorine Free Third Sink Sanitizer+
- Bio-Preferred Soft Cleansing Crème+
- Griddle and Oven Cleaner



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Built Around Standards, Policy and Laws

Standards

- EPA DFE (Design for the Environment) Participant**
- EPA Safer Detergents Stewardship Initiative Participant**
- Department of Navy Submarine Command On Board Use Approved**

Policy

- Department of Defense Green Purchasing Plan**
- Department of Navy Green Procurement Program**
- Federal Acquisition Regulations: Sub Chapter D Part 23**

Laws

- Executive Order (EO) 13514 Federal Leadership in Environmental, Energy, and Economic Performance October 5, 2009**
- Executive Order (EO) 13423 Strengthening Federal Environmental, Energy and Transportation Management**
- Recovered Material Compliance Resource Conservation Recovery Act, 40 CFR Part 247**
- USDA Bio Preferred Products Farm Security and Rural Investment Act**
- Non-Ozone Depleting Substances 40 CFR Part 82**
- Pollution Prevention Act**
- EPA Clean Water Act**



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Contract Holder
Contract GS -07F-0490V

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Third-Party Certifications

EPA DfE

Designed For The Environment (DfE)

Multi-Purpose Cleaner/Degreaser

Glass and Surface Cleaner

Bathroom Cleaner

All Dishwashing and Laundry Products



Registered and Tested Disinfectant

Food Services Sanitizer

Total Impact Disinfectant

USDA Bio-Preferred

Glass and Surface Cleaner

Soft Cleansing Creme

BioPreferred™



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Right Products for the Cleaning Job

Galley

- Multi-Purpose Cleaner/Degreaser*
- Food Services Sanitizer*
- Bio-Preferred Soft Cleansing Crème+
- Griddle and Oven Cleaner
- 2X Liquid Manual Dishwashing Detergent+
- USDA Bio-Preferred Foaming Hand Soap*
- Non-Alcohol Foaming Hand Sanitizers*

Mess and Wardroom

- Multi-Purpose Cleaner/Degreaser*
- Food Services Sanitizer*

Scullery

- Multi-Purpose Cleaner/Degreaser*
- Bio-Preferred Soft Cleansing Crème+
- All Dishwashing Products

Bathrooms

- Bathroom, Tile and Grout Cleaner*
- Total Impact Disinfectant Cleaner*
- Glass and Hard Surface Cleaner*
- Bio-Preferred Soft Cleansing Crème+
- USDA Bio-Preferred Foaming Hand Soap
- Non-Alcohol Foaming Hand Sanitizers*

Berthing & Staterooms

- Multi-Purpose Cleaner/Degreaser*
- Total Impact Disinfectant Cleaner*

Bridge

- Glass and Hard Surface Cleaner*
- Total Impact Disinfectant Cleaner*

Engineering/Bilge/P-Way/Ladder-Way

- Multi-Purpose Cleaner/Degreaser*





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Product Life Cycle Impact: Native Green vs. Traditional 1-Qt. Bottle Cleaners

	Native Green	Traditional
Quarts of Product Per Case	24	12
Case Weight	1.5 lbs.	32 lbs.
Cases Per Pallet	288	40
Quarts of Product Per Pallet	6,912	480



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Product Life Cycle Impact: Native Green vs. Traditional Concentrated 1-Gallon Cleaners

	Native Green	Traditional
Makes Gallons of Product Per Case	192	36
Case Weight	12 lbs.	40 lbs.
Cases Per Pallet	100	30
Makes Gallons of Product Per Pallet	9600	1080





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Additional Life Cycle Impact

- Reduces storage space required by up to 97%
- Reduces plastic waste by up to 92%
- Reduces carrying weight by 96.5%
- 15:1 Savings in Freight Cost
- 15:1 Shipping Damage
- 15:1 Shipping Material Waste – Dunnage – Corrugated Cardboard, Stretch Wrap, Pallets
- 32:1 Savings in Loading/Stocking Labor and Time Costs



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Real Life Benefits



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Native Green Cost Impact

Summary: There are 160 cleaning products and trash bags currently included in the Norfolk Super ServMart catalog that are provided primarily by four vendors. This group contains 18 products that claim to be “eco-friendly” and only a few that have EPA Design for the Environment or Green Seal third party green certifications (Cavalier for example created their own “eco-label” and places it on some of their products). Below is a product comparison of some of the Native Green cleaners with the least expensive ServMart catalog available comparable product



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Native Green Cost Impact

Multi-Purpose Cleaner/Degreaser

Starter Kit makes 24 quarts

All-Purpose Cleaner Case 12 - 32 oz

Cost per Ready to Use Quart
 Green Certification
 Plastic Waste Reduction
 Space Saving
 Percent Cost Savings Kit
 Percent Cost Savings Refills

2.92 kit / 1.91 refills	3.85
YES /EPA DfE	NO
YES	NO
YES	NO
25%	
51%	

Glass Cleaner Starter Kit makes 24 quarts

Glass Cleaner Case 12 - 32 oz

Cost per Ready to Use Quart
 Green Certification
 Plastic Waste Reduction
 Space Saving
 Percent Cost Savings Kit
 Percent Cost Savings Refills

2.82 kit / 1.82 refills	3.57
YES /EPA DfE	NO
YES	NO
YES	NO
21%	
49%	





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Native Green Cost Impact

Total Impact Disinfectant Starter Kit

makes 24 quarts

Disinfectant Case 12 quarts

Cost per Ready to Use Quart

2.99 kit / 1.82 refills

3.93

Green Certification

Plastic Waste Reduction

YES

NO

Space Saving

YES

NO

Percent Cost Savings Kit

24%

Percent Cost Savings Refills

54%

Tile, Grout & Bathroom Cleaner

Starter Kit makes 24 quarts

Bathroom Case 12 quarts

Cost per Ready to Use Quart

2.88 kit / 1.88 refills

4.86

Green Certification

YES /EPA DfE

NO

Plastic Waste Reduction

YES

NO

Space Saving

YES

NO

Percent Cost Savings Kit

41%

Percent Cost Savings Refills

62%



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Native Green Cost Impact

	Multi-Purpose Cleaner/Degreaser Squeeze and Pour 1:128 dilution	All-Purpose Degreaser Cleaner 1 gallon 1:20 dilution \$14
Cost per Ready to Use Gallon	\$0.47	0.70
Green Certification	YES /EPA DfE	NO
Plastic Waste Reduction	YES	NO
Space Saving	YES	NO
Percent Cost Savings	33%	

	Neutral Floor Cleaner Squeeze and Pour 1:256 dilution	Neutral Floor Cleaner 1 gallon 1:32 dilution \$10.90 gallon
Cost per Ready to Use Gallon	\$0.23	0.34
Green Certification	YES /EPA DfE	NO
Plastic Waste Reduction	YES	NO
Space Saving	YES	NO
Percent Cost Savings	32%	





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NATIVE GREEN 90 DAY LOAD LIST

class of ship	NSN	GSA Price	SUBS	CARRIER	LHA	DDG	FFG	MINE SWEEP	CG
crew size			140	3,200	964	322	205	72	360
multi-purpose starter kit	7930-01-590-8937	\$70.12	16	184	56	18	18	8	21
multi-purpose cartridge refills	7930-01-590-8938	\$46.02	16	368	112	37	23	12	42
multi-purpose squeeze and pour	Pending	\$90.76	3	69	21	7	5	3	8
total impact disinfectant starter kit	1H-0099-LL-H93-7750	\$71.78	1	23	7	3	2	1	4
total impact disinfectant cartridge refills	1H-0099-LL-H93-7751	\$45.20	2	46	14	6	4	2	7
total impact disinfectant squeeze and pour	Pending	\$85.24	1	23	7	3	2	1	4
food service sanitizer spray starter kit	7930-01-590-8932	\$68.22	1	23	7	3	2	1	4
food service sanitizer spray cartridge refills	7930-01-590-8934	\$43.56	3	69	21	7	5	3	8
glass/hard surface starter kit	7930-01-590-8939	\$67.66	1	23	7	3	2	1	4
glass/hard surface cartridge refills	7930-01-590-8941	\$43.56	1	23	7	3	3	1	4
bathroom cleaner starter kit	7930-01-590-8935	\$69.12	1	23	7	3	2	1	4
bathroom cleaner cartridge refills	7930-01-590-8936	\$45.02	3	69	21	7	5	2	8
foaming hand sanitizer (4X1GL BT)	5820-01-590-8940	\$111.12	2	46	14	6	4	1	7
foaming hand soap (4X1GL BT)	8520-01-590-8942	\$53.90	3	69	21	7	5	2	8
hand soap/hand sanitizer dispenser "12"	1H-0099-LL-093-7749	\$181.60	1	11	4	2	2	1	2



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Contact Info and Ordering Procedures

Contact: Brett Nicholson CSC/SS (RET)

(888) 456.6444 ext. 207

(860) 455.5661 cell

Native Green

2110 East Walton Blvd.

Auburn Hills, Mi 48326

All items are on the GSA Schedules but only some products (cleaners and hand care) have NSNs. For stock numbered items use your standard ordering procedures or contact the local ServMart for special order. We hope to be a ServMart stocked item very soon. For non-NSN products an open purchase is required, please contact Brett to streamline the process and receive quote.



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Corporate Responsibility

At Native Green we support Indian Country education and economic development. A portion of our proceeds go directly to improve the quality of education and quality of living on some of America's poorest Indian Reservations.

Current Project: Backpacks for Pine Ridge

The Pine Ridge Reservation in South Dakota is one of the poorest places in America with a median income of just \$3500.00 a year. The school drop-out rate is soaring at an estimated 70% and the schools on the Reservation fall into the bottom 10% of funding.

Our goal is to be able to give every child on the Reservation a new backpack filled with the essential school supplies each year.

Giving a child on the Reservation school supplies not only provides them with much needed equipment for school but it gives them hope for a future.



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