



DESERT WHALE JOJOBA COMPANY

Desert Whale Jojoba Company is Going Green in More Ways than One with 100% Recyclable Booth at In-Cosmetics Munich

May 7, 2009 – Most would be surprised to learn that in 2008 the Environmental Protection Agency stated that the tradeshow industry was the second most wasteful industry in the United States. Upon learning this, Desert Whale Jojoba Company took great steps to aid in the reduction of tradeshow waste that ultimately ends up in landfills. At In-Cosmetics Munich this year, Desert Whale Jojoba created a booth made out of 100% recyclable materials.

The booth consisted of a cardboard display case, steel tables with glass tops, cardboard chairs, and eco-friendly carpet made of PLA - a highly renewable and natural derivative of corn. Desert Whale Jojoba Company arranged for the entire booth to be reused or recycled when dismantled. The wooden stand walls were saved to be reused at future tradeshow. The furniture and carpet found a permanent home with a local family.

Desert Whale Jojoba Company takes great pride in doing its part to protect the environment and continues to serve the personal care industry as a quality raw material supplier that is green to its very roots.

All furniture was designed and created by Studio-Mills. Please contact Kevin Mills at 520-906-2819 (archisculptor@hotmail.com) or visit www.studio-mills.com for more information.

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