

March 20, 2014

The Honorable Kevin Mullen, Chair
Senate Committee on Economic Development, Housing and General
Affairs State Capitol
Montpelier, VT 05602

Dear Senator Mullen:

I am writing to notify you of Clean Ethics enthusiastic support for the proposed Vermont Products and Services Licensing Program to be established by the Agency of Commerce and Community Development (ACCD).

Clean Ethics was founded in 2010 and we are located in Richmond Vermont. We create unique all-natural cleaning products for drinking containers. We feature certified natural ingredients and we are a registered B Corp with a strong social mission, Clean in Kind. We provide products for international companies and sell our products both in the US and globally. Our products are made in the USA and we leverage that asset in our marketing material. Equally we would like to leverage "Designed in Vermont". As you are aware Vermont is known for ingenuity, hard work and quality products. Having this designation on our marketing material would be another great asset to our brand.

"Made in Vermont" has proven to be a valuable marketing tool, but it is not available or accurate to all Vermont businesses that have substantial Vermont roots, and create high-paying Vermont jobs. The proposed bill would extend the use of the Vermont brand to businesses that design, engineer, formulate, or manufacture products or services in Vermont by identifying approved claims, and licensing marketing materials to communicate those claims to consumers.

We urge you to take this important opportunity to ensure that businesses with substantial roots in Vermont be given additional means with which to continue their contributions to Vermont's economic development.

Again, we urge your consideration for this legislation.

Sincerely,

Seth Friedman, COO
Clean Ethics

CC: Senator Philip Baruth, Vice
Chair Senator Christopher Bray
Senator Don Collins, Clerk
Senator Bill Doyle
Secretary Lawrence Miller