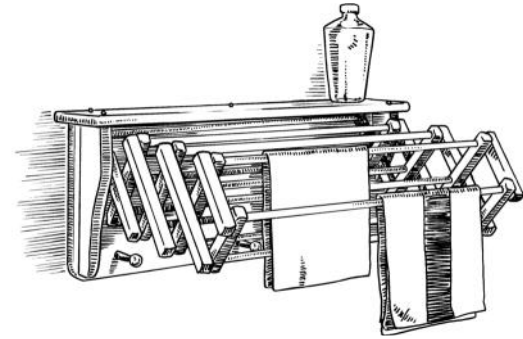


F. W. Horch
Green Cleaning
Goods & Supplies
Fall Catalog 2007



*Safe, effective cleaning products
Many concentrated & available in bulk*



56 Maine Street
Brunswick, ME 04011
(207) 729-4050
www.FWHorch.com

Practically, saving the planet



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Store Hours

Open Tues-Fri 9:30-7:00
Sat 9:30-6:00
Closed Sun & Mon

Sustainable Living Talks

2nd Thurs each month 7:00 pm
at 56 Maine Street, Brunswick
Details at FWHorch.com

F. W. Horch Green Tidings

Free Monthly Email Newsletter
Green Products & Enviro Updates
Subscribe at FWHorch.com

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Green Cleaning for a Safer Environment

Did you know that you can have a clean house without using poisonous cleaners? It's important to bring safe cleaning products into our homes—and keep out dangerous ones—for three reasons:

1. Protect children and pets from accidental poisoning.
2. Improve the quality of the indoor air we breathe.
3. Safeguard the health of the environment around us, especially our rivers and oceans.

We sell a full line of cleaning products that work as well as or better than their toxic alternatives. In some cases, these are old-fashioned products like Bon-Ami, which have been time-tested by generations of home makers. Others are new inventions which reflect the best thinking of modern "green" chemists.

Everything we sell has been staff tested and found to do the job well without compromising your health, or the health of your planet.

Many items, such as liquid hand soap and laundry detergent, you can buy in bulk or bring your own containers to refill. Refills not landfills!

An Original, Time-Tested "Green" Cleaner

Bon Ami Polishing Cleanser \$2.49

Since 1886, Bon Ami has been an "old fashioned" old reliable. Bon Ami's unique ingredients remove dried on splatters and spills, burned-on grease, baked-on food, and sticky messes. Recommended by major plumbing fixture, appliance and cookware manufacturers because it cleans without scratching. Bon Ami Polishing Cleanser is made from calcite & feldspar mineral abrasives, and biodegradable detergent. Unlike competing brands of cleanser, it does not contain chlorine, perfume, or dye. One of our most popular cleaning items! 14 oz.



Miscellaneous Supplies and Books



EcoSoft Toilet Paper Roll \$0.99 Case \$72.00

Green Seal certified toilet paper made from 100% recycled paper. Suitable for plumbing and septic systems. An easy way to protect our vanishing forests. Two ply, 500 sheets per roll. 96 rolls per case.

Deluxe Camp Towel \$6.75

Ideal for backpackers and travelers. Absorbs 10 times its weight in water. Wringing removes 92% making it instantly ready for re-use. Use as a towel, dishcloth, pot holder, wash cloth or emergency bandage. Can be cut into pieces to replace paper towels. Washable. Size: 14" x 40" (35.6 x 102 cm) 50% Rayon/50% Acrylic

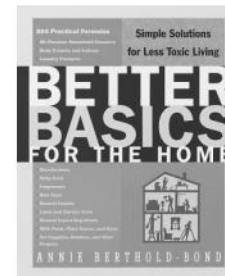


Clean and Green \$9.95

Now you can clean, polish and disinfect naturally. Clean & Green is filled with new and traditional ideas for living free of hazardous household cleaning products.

Clean House, Clean Planet \$14.00

Karen Logan, an environmentalist with years of experience developing and selling her own line of eco-friendly cleaning products, reveals how to use simple, ordinary ingredients like baking soda, vinegar, soap, lemon juice, and salt to make safe, inexpensive cleaners.



Better Basics for the Home \$18.00

A compendium of practical information -- recipes, tips and guidelines -- for creating a simpler, cheaper, and environmentally safer lifestyle. Packed with important information, including "Buyer's Guide" tips to safe commercial products and a complete resource directory.

Earth Friendly Products for All Your Household Cleaning Needs

We sell the exceptional line of plant-based household cleaners from **Earth Friendly Products**, a family-owned business for two generations that makes all of their products in their own factories in Florida, New Jersey, Illinois and California.

Earth Friendly Products are

- made sustainably from plants, not petroleum
- utterly petrochemical free
- cruelty free — no animal products, no animal testing
- formaldehyde free, chlorine free, and phosphate free
- 100% biodegradable and septic safe
- a safe, neutral pH
- scented with only pure essential oils
- packaged in containers and lids that are recyclable
- labeled with 80% post-consumer waste content paper, and
- available in bulk from F.W. Horch!

Septic-Safe Laundry and Dish Soap

Ecos Free & Clear Laundry Detergent	per ounce	11¢
<i>Fragrance and dye free liquid</i>	53 oz	\$7.95
<i>Suitable for high-efficiency washers</i>	128 oz	\$15.95
<i>No synthetic optical brighteners</i>	5 gal	\$64.00
Ecos Laundry Powder	54 oz	\$7.95
<i>Fragrance free powder</i>		
Oxo-Brite Oxygen Bleach	3.6 lbs	\$11.95
Dishmate Hand Dishwashing Liquid	per ounce	12¢
<i>Concentrated. Natural grapefruit.</i>	25 oz	\$3.69
<i>Gentle on hands. Gray-water safe.</i>	5 gal	\$70.00
Autodish Wave Dishwashing Liquid	per ounce	12¢
<i>Lavender Gel</i>	5 gal	\$70.00
Wavejet Rinse Aid	4 oz	\$4.95

Kitchen Cleaners & Hand Soap

Creamy Cleanser	per ounce	8¢
<i>Lemon oil, non abrasive cleaner</i>	16 oz	\$3.69
<i>Effective on hard surfaces & corian</i>	5 gal	\$61.65
Parsley All-Purpose Cleaner	per ounce	12¢
<i>Clean smell of fresh parsley</i>	22 oz	\$5.95
<i>Great for kitchen countertops</i>	5 gal	\$50.00
Orange Plus Concentrate	16 oz	\$5.95
<i>Removes grease and grime</i>		
Soy Liquid Hand Soap	per ounce	10¢
<i>Free of anti-bacterial biocides</i>	5 gal	\$60.00

Bathroom and Household Cleaners

Earth Enzymes Drain Opener	2 lbs	\$9.95
Furniture Polish	22 oz	\$5.29
Shower Cleaner	per ounce	9¢
<i>Prevents hard water stains</i>	22 oz	\$5.95
<i>Eliminates soap scum</i>	5 gal	\$58.00
Skunk Odor Remover	32 oz	\$6.95
Stain and Odor Remover	per ounce	10¢
<i>Naturally based formula of enzymes</i>	22 oz	\$5.95
<i>Removes organic stains and odors</i>	5 gal	\$58.00
Toilet Bowl Cleaner	per ounce	10¢
<i>Cedar oil and citric acid</i>	24 oz	\$3.25
<i>Effective against hard water stains</i>	5 gal	\$56.65
Window Kleener	per ounce	6¢
<i>Vinegar and coconut soap</i>	22 oz	\$3.45
<i>Does not streak or leave a residue</i>	5 gal	\$50.00