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Media Contact:

Bob Ochsner
XPR for EarthFriendlyMoving
(949) 748-7000 ext. 100
(949) 233-0984 mobile
bochsner@xpublicrelations.com

**Earth Friendly Moving™ Targets Orange County
for Test of America's First Zero-waste Packing and Moving System**

***More than 900 OC Families Have Changed the Way They Move
During Local Test Market Rollout***

HUNTINGTON BEACH, Calif. (Feb. 12, 2007) – An Orange County product designer and eco-entrepreneur is out to change the way America moves by launching the country's first comprehensive, environmentally friendly, do-it-yourself (DIY) packing and moving system developed entirely from recyclable trash mined from local landfills.

EarthFriendlyMoving™, a zero-waste packing and moving service based on the concept of reusable moving totes that rent for \$1 a week, gives relocating Americans a revolutionary alternative to cardboard boxes, petroleum-based bubble wrap, Styrofoam and other environmentally destructive packing and moving supplies..

Since targeting Orange County in June 2006 as a test market en route to an expected Southern California and national expansion later this year, Huntington Beach, Calif.-based EarthFriendlyMoving has already helped more than 900 local families pack and move responsibly.

"America prides itself on its ingenuity – but despite tremendous technological advances, we haven't changed the way we move from home to home for more than 200 years," explained Spencer Brown, EarthFriendlyMoving founder and president. "We still use the same disposable, environmentally disastrous packing materials and methods we did in the 1700s. Since most Americans simply toss out these materials after they unpack, our landfills are becoming seriously overburdened. It's a vicious cycle of ecological destruction that we simply must stop."

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Americans spend approximately \$10 billion on moving and packing services and products annually according to the American Moving and Storage Association (AMSA). Brown cites statistics showing that one-fifth of all Americans – 20 percent of the U.S. population – moves every year. “That means that the average U.S. resident moves 16 times over their lifetime – each time generating more trash to move their increasingly accumulated belongings.”

The cornerstone of the EarthFriendlyMoving system is the **RecoPack™ (Recycled Ecological Packing Solution)**, a series of lightweight, stackable containers designed by Brown and manufactured from hard-to-recycle plastic waste like bleach, detergent and oil bottles. Brown mines these waste products from landfills throughout the West before sorting, scrubbing, grinding and remolding them into five sizes of RecoPack containers. For every 100 RecoPack containers rented, Brown says he eliminates 256 pounds of trash destined for the country’s landfills, which translates into 7,400 plastic bottles, 600 used diapers, 83 pounds of paper, 64 pounds of carbon dioxide and 13 pounds of hydrocarbons in the atmosphere. Rental of the 100 boxes – the average number required for a family of four to move – also saves three healthy trees from being destroyed to make disposable packing and moving materials.

Using the trademarked slogan, “A Buck a Box a Week™,” EarthFriendlyMoving rents each RecoPack for a weekly fee of \$1, or less than 15 cents a day. The company’s mobile delivery fleet of vegetable oil-powered trucks delivers the distinctive brown containers to customers’ homes and then picks them up at their new residences after they have been unpacked and stacked.

“We deliver the RecoPacks, you pack, you stack, you move and we pick them up,” explained Brown. “It’s moving made simple – and it saves time, money and the Earth.”

Time and Money Savings

In addition to giving Americans their first eco-friendly way to move, Brown says he designed EarthFriendlyMoving to save customers time and money over traditional moving methods. By eliminating the need for cardboard box shopping, vehicle loading and unloading, assembly, taping, post-move breakdown and disposal, he estimates that customers using his RecoPacks save an average of 37 hours during their move, based on a 1,500-square-foot, three-bedroom, two-bath residence. He also verifies a 50-percent savings on the cost of cardboard boxes and other packing products, as well as the gas and auto-emissions impact of shopping.

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Beyond the RecoPack, EarthFriendlyMoving offers more than 100 other time-, money- and earth-saving packing and moving products for sale or rent right on the truck, ranging from recycled post-consumer packing paper, corn-based packing tape and eco-friendly cleaning supplies to dollies, hand trucks, clothing racks, walkie-talkies and new-home celebration kits. A companion product to the RecoPack is the RecoCube, a biodegradable loose-fill cube made from paper sludge that can be used as fertilizer after the move.

“When given the choice, most Americans will pick the earth-friendly way to move – but we wanted to go further to create a moving alternative that offers real time, money and convenience benefits as well. The whole idea behind EarthFriendlyMoving is to make it really easy – and entirely affordable – to move in an earth-responsible way.”

Total Environmental Commitment

Committed to total environmental friendliness, Brown has equipped his vegetable oil-powered EarthFriendlyMoving delivery trucks with specially designed alternators that extract incremental electrical engine power and store it in onboard recycled deep-cell batteries. This power is then converted from DC to AC to propel onboard Geami™ machines that expand precut Geami™ packing paper made from recycled paper. He has even converted the company’s 12 diesel Mercedes-Benz 300SD sedans to run on new and used vegetable oil, which he collects from local Orange County restaurants and food companies.

In addition, all EarthFriendlyMoving sales and collateral materials are printed with non-toxic, soy-based inks on 100-percent post-consumer waste fiber manufactured with alternative wind power and certified by Green Seal® and the Rainforest Alliance’s SmartWood program to meet strict Forest Stewardship Council (FSC) standards.

To complete the environmental cycle Brown has pledged to plant a new tree for every household that moves using at least 100 RecoPacks. To date, he has planted close to 900 trees in Seal Beach and elsewhere for EarthFriendlyMoving’s inaugural Orange County customers. Brown’s ultimate goal is to plant one million trees – with Santa Ana and Long Beach on the list of future tree-planting cities. “Without trees, we’re all fish out of water.”

“In the end, EarthFriendlyMoving is out to detox our landfills and fulfill the four r’s of environmentalism – reduce, reuse, recycle and replenish. We’re also proving that it is entirely possible, even practical, to do business in an earth-friendly way and still make a decent profit,” he says.

“I’ve been called a trash-digging tree-hugger – which couldn’t make me happier.”

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About EarthFriendlyMoving

Founded in Orange County in June 2006 by Spencer Brown as a test for an expected Southern California and national expansion in 2007, EarthFriendlyMoving is the country's first comprehensive, environmentally friendly, zero-waste, do-it-yourself packing and moving system developed entirely from recyclable trash mined from local landfills. A division of Packing Partners, Inc., the company recycles plastic waste products like bleach, detergent and oil bottles into the **RecoPack™** (Recycled Ecological Packing Solution), a series of lightweight, stackable containers that are rented to relocating customers for a weekly fee of \$1. Following the move, the containers are picked-up at customers' new homes by a fleet of vegetable oil-powered trucks.

Committed to the four r's of environmentalism – reduce, reuse, recycle and replenish – EarthFriendlyMoving also offers more than 100 other time-, money- and earth-saving packing and moving products for sale or rent.

For more information, go to www.earthfriendlymoving.com.

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