

ARTENSIA® launches the first line of natural, cleaning products to safely care for the dirtiest tools of modern work: desktops, screens, hands, mice and phones!

Seattle, Wash. – June 11, 2007 - Artensia, a new office tool care company located in Seattle Washington, announces the launch of the original and only complete line of naturally sourced, desktop care products to take on some of the dirtiest surfaces in people's lives – desks, screens, hands, mice, and phones! Artensia provides natural cleaning products created for modern workers to care for the most germ-infested items in the office without the nasty chemicals which can aggravate not only the person cleaning but everyone around them as well.

THE PRODUCTS

The Artensia desktop care product line consists of the following cleaners:

- **Artensia® Surface Wash** effectively cleans all the surfaces in modern work life. The accumulated buildup of daily use on desktops, keyboards, mice, phones, and airline tray tables is quickly washed away without the toxic volatile organic compounds (VOCs) found in common cleaners. Available in 16 ounce spray bottles and convenient travel packs.
- **Artensia® Hand Sanitizer** to sanitize hands with moisturizers to prevent the drying commonly associated with standard hand disinfectants. Available in 4 ounce bottles and convenient travel packs.
- **Artensia® Hand Wash** provides a gentle hand wash with a pleasant, therapeutic smell to give a little mental boost. Available in 12 ounce bottles.
- **Artensia® Monitor Wash & Dry** to easily wash and polish the dirty monitors, screens and eyeglasses which make modern work possible and often cause eye strain. Artensia Monitor Wash & Dry contains no alcohol which can damage modern flat-panel monitors and optical coatings.

AVAILABILITY

The full line of desktop care products is currently available directly from Artensia with pricing from \$4.95 to \$15.95

- **Online:** www.artensia.com
- **Toll Free:** (866) 212-9704



THE STORY

"We had read some recent reports that the average desk or phone is dirtier and contains more germs than most office bathrooms," says co-founder Doug Hunt. "After the horror wore off, we realized that while the office bathrooms were cleaned daily, our desktops, phones, and mice were NEVER cleaned!"

So Doug, and his co-worker, Grant Good decided to take action. With background experience in product development and packaging, they decided they were perfectly suited to create their own solution. *"We work in an open office environment, so anything we chose would have a drifting affect on our co-workers. We wanted something that would appeal to both women and men who wanted a little control over their environment and their work tools," says Grant.*

They worked with local natural suppliers to create the products and the fragrance. *"Only water has no scent," says Doug. "Since we knew there would be some smell, we wanted it to give a little mental jolt when used. I know that when I take the time to actually clean my desk, I am already procrastinating, and a little mental clarity to help re-focus is always a plus!"*

Doug and Grant tweaked the products for months before they felt they finally got them right. *"At the heart of it all, Artensia products need to be amazing cleaners first," says Grant. " We also did everything possible to balance healthy sanitizing properties without using potentially harmful chemicals. The surface and hand cleaners contain Grapefruit Seed Extract (GSE), which while not allowed to be called a sanitizer by the FDA, has been used in naturopathy for its natural anti-bacterial properties."*

This thoughtful attention to detail even extends to the packaging. *"We found that when we gave samples to people, they almost all came back with ideas on new uses," says Grant. "For example, the spray bottle of surface cleaner is great for a desk, but people really wanted to take it with them on airplanes, cafeterias, coffee shops and even students in classrooms. So we came up with the simple travel packs in a cool re-sealable bag which can be mixed and matched for backpacks, briefcases, and purses. Given bottle size restrictions at airport security by the TSA, they turned out to be a great solution for airplane tray tables and travelling workers."*

They launched their product site (www.artensia.com) just before the holiday season for friends and family to take them for a test run. The response was overwhelming, and the word-of-mouth buzz has been growing. The Artensia products were featured at the big industry Consumer Electronics Show (CES) held in Las Vegas in January as the cleaning supplies for the demonstration machines in the Microsoft booths and generated a really enthusiastic response by all the folks who tried them. People who came to try out the software on the machines realized the Artensia products were filling a niche they intuitively knew was there and couldn't get enough.

The products are available directly from Artensia via their website at www.artensia.com or by phone orders (866) 212-9704. We are working with select retailers who share our philosophy in offering the full line of Artensia products.

For further information, samples or product shots contact: Grant@artensia.com or (206) 851-4663.