



# TRUMAN'S

## Why's cleaning so complicated?

We started Truman's because nobody needs a gazillion cleaning products with harsh chemicals cluttering their cabinets, and our planet certainly doesn't need the plastic empties. We believe cleaning should be green, simple, convenient and cost less.

### Green

Americans buy nearly \$10 billion in spray cleaners annually with virtually every one coming in a single-use plastic bottle. But just 15 percent of plastic is recycled, reports the U.S. Environmental Protection Agency.

Each of Truman's four cleaners uses the same bottle continuously. Our concentrate and cartridge system allows you to fill your first (and only) bottle over and over again with water and simply pop in a refill cartridge. Each is fully recyclable and significantly reduces plastic waste compared to a typical single-use cleaner.

The environmental benefits go far beyond plastic. Because more than 90 percent of typical cleaners is water, untold energy is wasted shipping that from factories to distributors to retailers and, ultimately, to homes. Because customers add the water at home, we ship all bottles empty. To compare carbon footprints, it takes 30 semi-trucks filled with ready-to-use cleaners to equal just one truck of the equivalent of our refill cartridges.

If just 5% of people choose Truman's over traditional brands, we can save approximately 4 billion pounds of water from being shipped and 300 million pounds of plastic from being used.

### Simple

Our four cleaners — Everything and the Kitchen Sink, Floors Truly, More Shower to You and The Glass Is Always Cleaner — safely and effectively clean virtually all of a home's hard surfaces.

### Convenient

Truman's ships all cleaners directly to your home. Refill Kits with four cartridges for each cleaner arrive every six months. You can pause or supplement based on your cleaning habits. (We don't judge whether you're OCD or love those thick layers of dust.) Go ahead. Cross four items off the shopping list permanently.

### Cost less

Because we ship directly to your home, there's no store mark-up and Truman's covers all shipping fees.

# 57

How many different cleaners we found on the shelf of our local grocery store.

# 43

The number of scents available, including lemon verbena, mango mandarin burst and sunshine meadow.

# 15

Types of unique surface cleaners. Safe on glass — but only a specific kind of glass.

