

EXHIBIT 1

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Keep it with green and food Fresh



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Testimonials!

What is EcoFresh?



FARBERWARE EcoFresh are **durable & reusable** food storage container that is made from **eco-friendly plastic**; safe to recycle & quickly biodegrades in landfills. [Learn More>](#)



Our containers use an innovative design to create a **vacuum seal** without having to use any complicated sealing device. This makes them easier to use & clean, and cuts down unnecessary costs. [Learn More>](#)



EcoFresh plastic food storage containers are **BPA free, FDA approved** and **food safe**. You can safely microwave, freeze, and wash containers without any risk of leached toxic chemicals. [Learn More>](#)

Shop Containers

Featured Product:



Platinum 4-cup vacuum-seal EcoFresh container
sale price: \$6.49

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(978) 537-0000

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ECO INFO



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FAQs

Are you affiliated with other FARBERWARE products? Clear Choice Housewares Inc. solely represents FARBERWARE® EcoFresh food storage containers and is not affiliated with other companies that lease the brand name from FARBERWARE Licensing Company, LLC. With the years it takes to build brand recognition, we choose to use a brand that has established its reputation for the last 100 years on value, quality and trust. We hold these virtues to the highest degree and carry on the name with pride.

How durable are your containers? Our containers are as sturdy or more than non-biodegradable containers. They last significantly longer than the flimsy containers you'll find at grocery stores. EcoFresh containers are durable, reusable and are microwave, freezer and dishwasher safe.

Can the container lids become loosened?

The FARBERWARE® EcoFresh lids in the Platinum, Silver and Eco series are designed to never lose vacuum seal. Because they are made out of durable plastic and use an inner-wall seal, they will maintain that same vacuum seal even after many heavy uses and washes. Click [HERE](#) for more info on the design.

Are your products food safe?

We are very proud of our products' safety ratings. We have ensured that all the materials used in our containers are food and child safe and pass strict FDA requirements. Farberware EcoFresh products contain NO Lead, Vinyl, PVC, Phthalates, or Bisphenol A (BPA).

Where can I buy your product? Your local grocery or retail store may carry our product. Click [HERE](#) for a list of some of our retailers. You can also purchase a popular selection of value packs or individual containers here on our [online site](#).

What makes your products biodegrade? EcoPure, a patented blend of organic ingredients, is the catalyst that promotes microbial activity to devour and biodegrade the plastic.

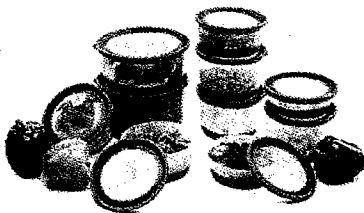
How do I know FARBERWARE® EcoFresh uses genuine EcoPure? FARBERWARE® EcoFresh is an authorized EcoPure manufacturer and we can provide genuine third-part laboratory testing results.

Where are your containers made?

Right here in the US! We manufacture all our containers in Tennessee & Massachusetts. Production, quality-control and safety standards are strictly overseen and adhered to.

What's your return policy?

We will accept returns for any damaged incurred during shipping or an error on our part processing your order. We also accept returns for 30 days on unused containers. Click [HERE](#) for complete info on returns.



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EcoPure

Biodegradability

Environmental Concerns

EcoPure®



Eco-Friendly Plastic Food Containers

FARBERWARE® EcoFresh has the exclusive rights to a revolutionary biodegradable additive, EcoPure, making our containers the first ever biodegradable, recyclable & reusable food storage container system in the world.

What is EcoPure?

EcoPure® is a second generation additive, which once added to a resin type during the manufacturing process, renders plastics biodegradable. Various ASTM (American Society for Testing and Materials) testing methods have proven that EcoPure is biodegradable, including the ASTM D5511-02, which confirms that products will biodegrade when placed into an aerobic or anaerobic environment, such as a landfill.

The ASTM D5511-02 has shown that EcoPure allows microbes to break down the structure of plastics at significant levels (up to 45%) in as little as 15 days. The biodegradation process starts when the plastic is placed into the landfill. The microbes are attracted to the plastic, colonize on the surface, then begin to break down and digest the plastic.

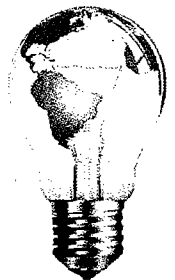
The fact that EcoPure works via microbes makes this product stand out from the other biodegradable and degradable products, which are broken down by heat, moisture, UV or mechanical stress. EcoPure only begins biodegrading once it is in a landfill environment, and takes approximately 2-10 years to fully biodegrade, depending on gram weight and microbial enrichment in the landfill.

The EcoPure Advantage

Tests have shown that as little as 1% (by gram weight) of EcoPure is needed to make a product biodegradable. This ensures that helping our environment is both practical and affordable. It should be noted that using LESS than this amount significantly impacts the products biodegradability. Even though it may save money to use a smaller amount, it is critical to use the full percentage.

EcoPure works with every resin type tested thus far, and does not affect the physical properties of the products nor the manufacturing/blowing equipment. Various trial runs have shown that EcoPure can withstand temperatures up to 550+ degrees F. Potential uses for EcoPure include PET, HDPE, LDPE, Polyethylene, Polystyrene, Polypropylene, Polycarbonate, and other plastic polymers.

EcoPure is fully recyclable because it simply evaporates during normal recycle processes.



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platinum Silver eco CLASSIC canister

Colors of the season

The Design

FARBERWARE



Buy this set

FARBERWARE platinum

FARBERWARE® Platinum series is our premium line. It traps in freshness quickly & easily with our vacuum tight inner-wall seal. The **Platinum** containers are durable and made to last, but if the time comes to put a container to rest- have no fear! It will biodegrade quickly in a landfill & is safe for the recycling stream. Where ever it ends up, the earth will remain happy and that much cleaner.

Some of the many features our Platinum Series include are:

- Biodegradable & recyclable
- Skid-proof bottom
- Selection of colors: Green, White, Tangerine, Plum, & Aqua
- Microwave, dishwasher and freezer safe
- BPA free
- Durable and long lasting
- Clear lid & sides for easy viewing
- Easy take on & off vacuum seal lid

Six Size Options:
 2.5 cup round
 4 cup round
 5 cup round
 6 cup round
 9 cup round
 12 cup round

More info visit [Product FAQs](#).



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platinum Silver ECO CLASSIC canister

- Colors of the season
- The Design
- FARBERWARE



FARBERWARE[®] Silver

Our **FARBERWARE[®] Silver** provides unparalleled freshness, "eco-friendliness" and colors that warm up your kitchen decor! This series includes all the innovative features as the Platinum Series, but allows you to save some money by eliminating the rubber bottom.

Made to be durable and retain its vacuum-tight seal even after heavy use. Great alternative to the only air-tight Tupperware container!

Some of the many features our Silver Series include are:

- Biodegradable & recyclable
- Selection of colors: Green, White, Tangerine, Plum, & Aqua
- Microwave, dishwasher and freezer safe
- BPA free
- Durable and long lasting
- Clear lid & sides for easy viewing
- Easy take on & off vacuum seal lid

- Six Size Options:**
- 2.5 cup round
 - 4 cup round
 - 5 cup round
 - 6 cup round
 - 9 cup round
 - 12 cup round

More info visit [Product FAQs](#).



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platinum Silver **eco** CLASSIC canister

Colors of the season

The Design

FARBERWARE



FARBERWARE®
eco

[Buy this set](#)

Our **FARBERWARE® Eco** series represents a new era of **food storage containers**, offering a great alternative for those on a budget and environmentally conscious. This 50-pc set costs less than a 6-pc set from Tupperware! Using a simple one-piece lid we cut down costs, but still retain the inner wall seal technology and always remain vacuum tight.

Our BPA free plastic containers are ensured to have increased longevity in your kitchen. When one of our plastic food containers reaches the end of its lifespan in your use, our revolutionary biodegradable technology will help it to break down in a landfill, ensuring one more step has been taken to reduce environmental decay. Check out our amazing values on our multi-piece sets!

Some of the many features our Eco Series include are:

- Biodegradable & recyclable
- Selection of colors: Blue, Green, Magenta
- Microwave, dishwasher and freezer safe
- BPA free
- Durable and long lasting
- Clear sides for easy viewing
- Easy take on & off vacuum seal lid

Six Size Options:

- 2.5 cup round
- 4 cup round
- 5 cup round
- 6 cup round
- 9 cup round
- 12 cup round

More info visit [Product FAQs](#).



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platinum Silver **eco** CLASSIC canister

- Colors of the season
- The Design
- FARBERWARE



[Buy sets](#)

FARBERWARE® canister

Our **FARBERWARE® Canister** series has twist-on caps that offer a great alternative for your dried foods! Has ultra clear plastic that is, as always, eco-friendly and food safe.

Some of the many features our Canister Series include are:

- Biodegradable & recyclable
- Microwave, dishwasher and freezer safe
- BPA free
- Durable and long lasting
- Ultra clear lid & sides for easy viewing
- Easy snap on & off air-tight lid

3 Size Options:
19 cup canister
14 cup canister
19 cup canister

More info visit [Product FAQs](#).



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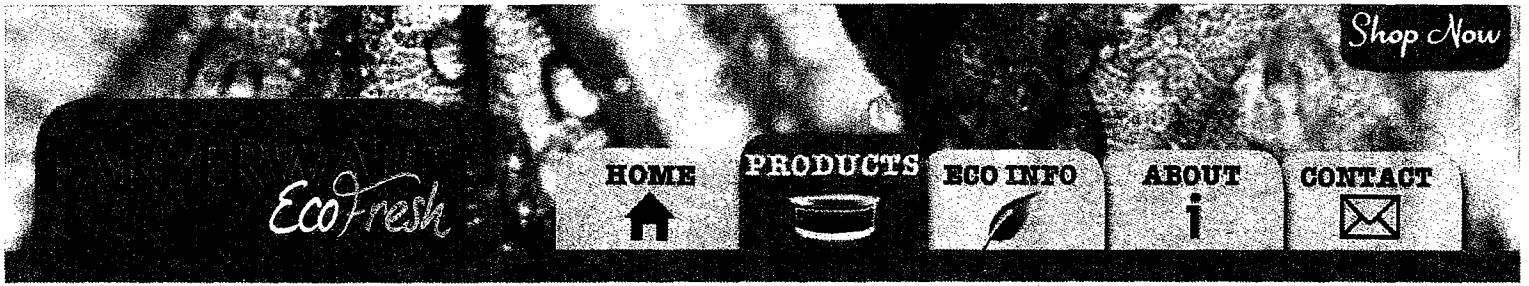
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platinum | Silver | eco | CLASSIC | canister

Colors of the season

The Design

FARBERWARE

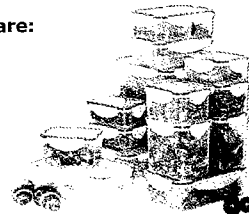


FARBERWARE® CLASSIC

The **FARBERWARE® Classic** is our original gasket series with lock-down lids. Similar to other brands in design, but different in that this one is 100% eco-friendly!

Some of the many features our Classic Series include are:

- Biodegradable & recyclable
- Microwave, dishwasher and freezer safe
- BPA free
- Durable and long lasting
- Clear lid & sides for easy viewing
- Easy snap on & off air-tight lid
- 14 size varieties



More info visit [Product FAQs](#).



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EcoPure

Biodegradability

Environmental Concerns

What is Biodegradation?

Understanding the Process of Biodegradation

The United States Environmental Protection Agency defines biodegradation as, "A process by which microbial organisms transform or alter (through metabolic or enzymatic action) the structure of chemicals introduced into the environment."

Biodegradation is a process by which organic (carbon-based) material is changed through chemical processes from complex molecules into simpler molecules. An example of this is a banana peel being reduced from cellulosa to water, carbon dioxide gas, and humus in a compost pile. Biodegradation is a waste management and recycling system that degrades everything from yard waste to crude oil. This process helps to keep our planet clean and healthy.

Where does biodegradation take place?

Biodegradation can take place with oxygen (aerobically) or without oxygen (anaerobically). Aerobic respiration is a process in which microorganisms such as bacteria and fungi convert carbon into energy and produce CO₂, water, and humus (biomass) as waste products. Aerobic respiration is a fast and efficient source of energy and an effective means to biodegrade waste matter. Anaerobic biodegradation, called anaerobic fermentation, is a complex process by which microorganisms convert carbon into energy and produce CO₂, Methane, and humus as waste products.

Composting is a good example of aerobic biodegradation, which is widely used to divert municipal wastes such as yard trimmings from landfills. Some cities have large industrial composters that are able to accept food wastes and well as some paper and plastic items.

Anaerobic biodegradation is often used to treat municipal sewage, as it is extremely efficient at reducing known pathogens in human and animal waste. This process produces methane as a waste gas this is captured and utilized for energy production.

What is a Microorganism?



Mirobe (mī'krōb')

Tiny living organisms (microorganisms) that can cause fermentation, decomposition or disease. (As defined in the science dictionary)

Usage: Soil microbes (microorganisms) decompose dead plant and animal biomass.

*<http://www.bio-tec.com/resources/what-is-biodegradation.html>



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