

**For Immediate Release**

**Contact:**

Liza Jones  
Erwin-Penland for MilliCare  
864.672.5572  
liza.jones@erwinpenland.com

**MILLICARE SPONSORS BREAKTHROUGH BOOK ON  
ECO-FRIENDLY CLEANING**

***Green Clean* Parallels Company's Approach to Cleaning Commercial Interiors**

**LaGRANGE, Ga. – Oct. 17, 2005** – Demonstrating its commitment to environmentally friendly and sustainable cleaning solutions, MilliCare®, a commercial textile and carpet care service company, is sponsoring the publication of *Green Clean: The Environmentally Sound Guide to Cleaning Your Home*. The 184-page book provides useful tips and strategies for readers to learn how to clean more effectively and efficiently using non-toxic, eco-friendly products.

*Green Clean* authors Linda Mason Hunter and Mikki Halpin offer room-by-room and stain-by-stain cleaning advice, and also include recipes for safe, simple and economical cleaning solutions. *Newsweek* magazine calls *Green Clean*, “The ultimate guide to keeping your home spick-and-span without poisoning your family.”

The book itself is made of a patented synthetic paper that is completely waterproof and stain-resistant, so readers can store it under a sink or in a bucket with other cleaning supplies. This DuraBook™ technology, developed by publishers Melcher Media, can be “upcycled” into nutrients for new goods – making *Green Clean* truly one of the most environment-friendly books ever published.

*Green Clean* book/2

“MilliCare provides one of the most technologically advanced and sustainable carpet and textile care solutions available, and we believe the principles and techniques we utilize with our customers in their office space can also apply in the home,” said Debbie Michalak, director of marketing and branding for MilliCare. “Indoor air quality, the use of toxic chemicals and other environmental considerations are increasingly important issues in both the home and the workplace, so sponsoring this book continues our heritage of being at the forefront of environmentally friendly practices.”

MilliCare is a business unit of Milliken & Co., the world's largest privately held textile and chemical manufacturer with more than a century of environmental stewardship. The company's carpet manufacturing division boasts a history of industry firsts that include eliminating PVC in 1986, introducing the only closed-loop carpet process in 1992, achieving zero waste to landfills since 1999 and being certified as a Cleaner and Greener manufacturer in 2004.

*Green Clean* is available at amazon.com, Barnes & Noble and a variety of other traditional and online book retailers. The book was published by Melcher Media, which has 40 titles and more than 4.5 million books in circulation, with design from the award-winning New York creative firm The Moderns.

### **About MilliCare**

MilliCare provides facility managers with the products, services and knowledge they need to implement long-term maintenance plans that increase operational efficiencies and prolong the life-cycles of textiles and carpet. Awarded The Carpet & Rug Institute's Seal of Approval, MilliCare serves Fortune 500 companies and other customers throughout the world through a global network of more than 80 franchise partners. For more information, please visit [www.millicare.com](http://www.millicare.com).

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