



Anscott Builds Organization to Meet the Needs of the Growing All Natural Consumer Product Sector

WAYNE, N.J., March 22, 2006 /PRNewswire-FirstCall via COMTEX/ -- Anscott Industries, Inc. ([ASCT](#)) today announced that the company will now enter into the All Natural Consumer Market, which is growing at an annual rate of 18% with sales totaling over \$21 billion dollars. The Company has organized itself to meet the needs of this growing industry by assembling a new consumer team to develop, manage and market a complete line of All Natural Cleaning Products.

Professionals Positioning the Company for Future Growth

Mr. James Donnelly, Jr. has joined Anscott as Vice President - Consumer Products Division. He brings with him over 18+ years experience as a leader in the consumer beverage industry. Mr. Donnelly believes that his wide scope of personal knowledge with consumer products will assist the company in the launching of a unique All Natural product line. Mr. Donnelly states "Our goal is to make absolutely the best All Natural cleaning products period. Our vision is leadership in the category and to become the benchmark in the All Natural world". His sales and marketing leadership experience includes Pepsi- Cola, Snapple Beverages, Quaker Oats, Gatorade, Nestle Water of North America, as well as extensive experience internationally with Coca-Cola.

The All Natural cleaning product formulations have been developed straight from the Company's own in-house laboratory. The Company has also recruited additional scientists to create this line of All Natural consumer cleaning products. The senior corporate scientists include John Obeji, MS, a career scientist in the cosmetic and surfactant industry. Mr. Obeji states "Anscott has been able to formulate its own special All Natural products. We believe all of these products clearly exceed the cleaning capabilities of the current All Natural consumer products, in the market today."

The team also includes scientist, Françoise Meyer, MS. Ms. Meyer brings 13 years of experience to an already seasoned team in the form of product development for Unilever. Her accomplishments include development of Unilever's consumer products for their home care division. Ms. Meyer is committed not only as a scientist but as a concerned Mom. Ms. Meyer states, "Our goals are to continue the development of the All Natural line of products that effectively clean yet are safe for family, pets and our planet earth".

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In support of the All Natural line of consumer products, Anscott has assembled a team of chemists from inside the company. Julian Lakritz, PhD, a long time employee, has devoted over 40 years to the cleaning industry. He started his career at Exxon, developing safe and effective cleaning solvents, and has continued his work at Anscott for the past 25 years. Dr. Lakritz states, "I believe the All Natural cleaning products that our team has developed are what we say, the best in class. So many companies claim to be All Natural but Anscott will redefine what All Natural really is."

Robert Verdicchio, PhD, another longtime senior scientist working on the All Natural product development team, joined the Company over 10 years ago from the consumer product division at Johnson & Johnson. His efforts in the laboratory have resulted in new All Natural formulations for the All Natural line of consumer cleaning products. Dr. Verdicchio states, "With all of the natural compounds on the market and new All Natural rules, it is an exciting time to be a chemist. The consumer will appreciate and respond to the unique added value features of our All Natural cleaning products".

Mr. Jack Belluscio, MBA, President of Anscott states "We are committed to new ways to serve the consumer. It is now possible to clean your home without the harsh and sometimes toxic chemicals. Our company will prove to the world that you don't have to give up clean for All Natural!"

Anscott's consumer team will be introducing its All Natural cleaning products at the All Natural Products Expo West Convention, March 24th-26th 2006.

About Anscott:

The company is a manufacturer of products that clean with environmentally acceptable technology. Founded in 1960, the company has been servicing the professional textile care industry with the CALED(R) brand of professional detergents, spot removers, finishing agents, and HyPur(R) brand of filter products. These nationally recognized branded products are sold exclusively through a North American distribution channel with nearly 1,000 sales representatives. These representatives are supported by the company's dedicated technical sales team. The company provides technologically advanced cleaning products that are better, faster and safer than past methods. As a pioneer in its field it has lead the commercialization efforts of aerospace technology that replaces current cleaning methods with a non-toxic, environmentally acceptable method called the DryWash(R) cleaning process. In 1996, Popular Science Magazine awarded the DryWash technology with the "Best of What's New Award" for Environmental Technologies. The company's consumer products division focuses on All Natural cleaning products. This new division is tasked on expanding the company's distribution into the more than 900+ All Natural supermarkets throughout North America.

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