

# Zoe Clean Comparisons

Best Deal

Zoe Clean Product	Competitive Product*	Competitive Retail**					Zoe Customer		Zoe Distributor	
		Walmart	Kroger	Publix	Avg Price	Per Oz/ Load	Price***	Per Oz/ Load	Price***	Per Oz/ Load
Glass & Surface – 2 oz ✓✓	Green Works - 32 oz ✓✓	\$2.82	\$3.39	\$3.29	\$3.17	\$0.099	\$4.27	\$0.133	\$3.20	\$0.094
Kitchen Degreaser – 2 oz ✓✓	Green Works - 32 oz ✓✓	\$2.82	\$3.39	\$3.29	\$3.17	\$0.099	\$4.27	\$0.133	\$3.20	\$0.094
Odor Eliminator – 2 oz ✓✓	Febreze - 33 oz	\$4.74	\$4.99	\$5.29	\$5.01	\$0.152	\$4.65	\$0.145	\$3.49	\$0.109
Tub & Shower – 16 oz ✓✓	Kaboom – 32 oz Comet – 32 oz Green Works – 32 oz ✓✓ Seventh Generation – 32 oz ✓	\$3.17 \$2.84 \$2.79 \$4.49	\$4.99 N/A N/A N/A	\$4.59 N/A N/A N/A	\$4.25	\$0.133	\$5.17	\$0.162	\$3.88	\$0.121
Daily Shower Cleaner – 2 oz ✓✓	Tilex – 32 oz	\$2.96	\$2.99	\$2.79	\$2.91	\$0.091	\$3.99	\$0.125	\$2.99	\$0.093
Neutral Floor Cleaner – 2 oz ✓✓	Simple Green – 32 oz ✓	\$3.28	\$4.39	\$4.49	\$4.05	\$0.127	\$4.65	\$0.145	\$3.49	\$0.109
Drain & Septic – 4 oz (3 Products in 1) ✓	Rid-X Packet Drano Build Up Remover – 32 oz ✓ CampaChem Tank Deodorizer – 32 oz	\$6.53 \$6.62 \$7.27	\$6.79 N/A N/A	\$6.59 N/A N/A	\$6.64 \$6.62 \$7.27	N/A N/A N/A	\$8.65	\$8.65	\$6.49	\$6.49
Oxy All-Purpose – 8 oz ✓✓	Fantastic Oxy – 26 oz	\$2.88	N/A	\$2.89	\$2.89	\$0.111	\$4.61	\$0.144	\$3.46	\$0.108
Carpet Stain Remover – 8 oz ✓✓	Resolve – 22 oz Spot Shot – 22 oz	\$3.92 \$4.36	\$5.19 N/A	\$4.89 N/A	\$4.67	\$0.212	\$6.15	\$0.192	\$4.61	\$0.144
Dish Detergent – 16 oz ✓✓	Green Works – 22 oz ✓✓	\$2.68	\$3.49	\$3.29	\$3.15	\$0.143	\$4.40	\$0.275	\$3.30	\$0.206
Laundry Detergent 4X – 34 Loads ✓✓	ALL 3X – 32 Loads	\$4.50	\$4.82	\$5.99	\$5.10	\$0.159 L	\$6.64	\$0.195 L	\$4.98	\$0.146 L
Cold Water Wash 4X – 34 Loads ✓✓	Woolite – 9.5 Loads	\$3.82	\$4.79	\$4.99	\$4.53	\$0.477 L	\$17.28	\$0.508 L	\$12.96	\$0.381 L
Laundry Detergent Babies 4X – 34 Loads ✓✓	Dreft – 32 Loads	\$9.97	\$10.99	\$10.59	\$10.52	\$0.329 L	\$13.31	\$0.391 L	\$9.98	\$0.294 L
Laundry Odor Eliminator 4X – 34 Loads ✓✓	Febreze – 17 Loads	\$8.84	\$9.99	\$9.79	\$9.54	\$0.561 L	\$17.28	\$0.508 L	\$12.96	\$0.381 L
Concrete Cleaner – 1 Gallon ✓✓	Krud Kutter – 1 Gallon	\$13.88	N/A	N/A	\$13.88	\$0.108	\$12.63	\$0.099	\$9.47	\$0.074
Deck & Siding Wash – 1 Gallon ✓✓	Olympic – 1 Gallon Clorox ProResults – 1 Gallon	\$7.48 \$8.98	N/A N/A	N/A N/A	\$7.48	\$0.058	\$11.91	\$0.093	\$8.93	\$0.069
Heavy-Duty Degreaser – 1 Gallon ✓✓	Krud Kutter – 1 Gallon	\$13.88	N/A	N/A	\$13.88	\$0.108	\$12.56	\$0.098	\$9.42	\$0.074
Outdoor Furniture Wash – 1 Gallon ✓✓	No Competition	N/A	N/A	N/A	N/A	N/A	\$13.96	\$0.109	\$10.47	\$0.082

✓ Denotes EPA/DfE Certification  
 ✓ Denotes Green Product

\*Product names are trademarks of the various competitive companies.

\*\*Retail prices based upon a survey of pricing at various retail locations completed in May, 2009.

\*\*\* 15% off when purchased by the case.