



## **Building a Better, Greener Fire: Jarden Home Brands Stokes the Fireplace with All-Natural, Cleaner-Burning Java-Log® Firelogs**

**(Muncie, IN, USA – April 2007)** – Jarden Home Brands, maker of the eco-friendly Java-Log® brand firelogs, will introduce an expanded line of firelogs this fall made from 100 percent renewable, non-petroleum wax. The new, all-natural logs are in step with consumer demand for healthier homes that include cleaner-burning fireplace products. Made from 100 percent renewable resources, the new firelogs produce up to 80 percent fewer emissions compared with traditional wood logs. This next generation of firelogs is quickly becoming the industry standard for clean-burning fireplace alternatives.

Java-Log® brand firelogs are the only manufactured firelogs made from a base of recycled coffee grounds. In addition to reducing emissions, by using spent coffee grounds, Java-Log® diverts more than 10 million kilograms, or 20 million pounds, of coffee waste each year from landfills.

In response to increasing air pollution concerns, The Environmental Protection Agency recommends people reduce smoke emissions by cutting back on fireplace use or switching to options that produce less emissions when burned. Some areas with particularly high smog concerns, such as Southern California, restrict fireplace usage at times throughout the year. Java-Log® continues to assist in the promotion of greener fireplace use through work with organizations such as California's San Joaquin Valley Air Pollution Control District and the Puget Sound Clean Air Agency in Washington state.

"Now we can all curl up to a cozy fire that's better for the environment and better for us," said Charlene Samples, Vice President of Marketing for Jarden Home Brands. "Java-Log® firelogs have long offered a cleaner-burning alternative to traditional hardwood and, this fall, we're excited to introduce an expanded line of logs that are made from 100 percent renewable materials."

For more information, visit [www.jardenhomebrands.com](http://www.jardenhomebrands.com) or [www.java-log.com](http://www.java-log.com)

### **About Jarden Corporation**

Jarden Corporation is a leading provider of niche consumer products used in and around the home. Jarden operates in three primary business segments through a number of well recognized brands, including: Branded Consumables: Ball®, Bee®, Bicycle®, Crawford®, Diamond®, First Alert®, Forster®, Hoyle®, JavaLog®, Kerr®, Lehigh®, Leslie-Locke®, Loew-Cornell® and Pine Mountain®; Consumer Solutions: Bionaire®, Crock-Pot®, FoodSaver®, Harmony®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain™; and Outdoor Solutions: Abu Garcia®, Berkley®, Campingaz® and Coleman®, Fenwick®, Gulp®, Mitchell®, Stren® and Trilene®. Headquartered in Rye, N.Y., Jarden has approximately 20,000 employees worldwide. For more information, please visit [www.jarden.com](http://www.jarden.com).

### **Media Contact:**

Carrie Kocik of 360 Public Relations for Jarden Home Brands  
(617) 585-5775 or [ckocik@360publicrelations.com](mailto:ckocik@360publicrelations.com)