



**FOR IMMEDIATE RELEASE**

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## **Java-Log Improves Environmentally-Friendly Firelog Formula**

### ***New Eco-Formulation and All Renewable Organic Base Improve Emissions***

**(Muncie, IN, USA - March, 2007)** – Java-Log® has introduced an innovative new firelog formula that addresses newest trends in sustainability. The new Java-Log All Renewable Firelog is made from recycled coffee grounds and 100 percent renewable non-petroleum wax. The product produces 80 percent less Carbon Monoxide and Particulate Matters (air emissions) compared with wood. Java-Log is available in 5-lb and 3-lb sizes, and a firestarter rounds out the unique product line.

"Today's consumers want quality products that are convenient, efficient and environmentally-friendly," said Karen Bennett, Java-Log Marketing Brand Manager. "Java-Log meets those demands with superior firelogs that burn brighter and cleaner than other firelogs on the market. This new formula allows us to offer our environmentally conscious consumers a new option they will feel even better about using in their home fireplace."

"We performed extensive testing on the new Java-Log to confirm that it burns well and with 88 percent less creosote per typical fire compared with oak cordwood," ensures Dr. James Houck, President, OMNI Environmental Services.

The Chimney Safety Institute of America (CSIA) has launched a national campaign to help promote and educate consumers that Java-Log is the preferred cleaner burning firelog for home use. "We appreciate the innovative thinking Java-Log brings to the U.S. marketplace," says CSIA Executive Director, Mark McSweeney. "With CSIA Accepted Product status, Java-Log offers solutions to the emissions issues associated with traditional fireplace use."

Java-Log diverts over 10 million kilograms of coffee waste each year from reaching landfills. "We believe in a closed loop philosophy where we incorporate elements into products that are reusable and sustainable," says Rod Sprules, inventor of the Java-Log.

Java-Log's use of post consumer recycled cardboard and paper packaging gives it a further eco-friendly boost. Java-Log is sold in premier health food chains and in retail supermarkets and mass merchandisers across North America. Java-Log can also be purchased online by visiting [www.java-log.com](http://www.java-log.com).

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Java-Log® is one of the many well-known Brands in the Jarden Home Brands portfolio, also including Ball®, Bernardin®, Diamond®, Kerr®, and Pine Mountain®.

**Jarden Corporation** Rye, N.Y, U.S.A. is a leading provider of niche consumer products used in and around the home. Jarden operates through a number of well recognized brands, including: Branded Consumables: Ball(R), Bee(R), Bicycle(R), Crawford(R), Diamond(R), First Alert(R), Forster(R), Hoyle(R), Java-Log(R), Kerr(R), Lehigh(R), Leslie-Locke(R), Loew-Cornell(R), Pine Mountain(R) and Starterlogg(R). Consumer Solutions: Bionaire(R), Crock-Pot(R), FoodSaver(R), Harmony(R), Health o meter(R), Holmes(R), Mr. Coffee(R), Oster(R), Patton(R), Rival(R), Seal-a-Meal(R), Sunbeam(R), VillaWare(R) and White Mountain(TM); and Outdoor Solutions: Campingaz(R) and Coleman(R). Headquartered in Rye, N.Y., Jarden has over 20,000 employees worldwide.

For more in-depth product information, visit [www.jarden.com](http://www.jarden.com), [www.freshpreserving.com](http://www.freshpreserving.com), [www.diamondbrands.com](http://www.diamondbrands.com), [www.conros.com](http://www.conros.com), [www.java-log.com](http://www.java-log.com).

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