

Eggology Expands Devotion To Sustainability With Special Packaging & Innovative, Employee-Directed Eco-Team

Eggology Only Liquid Egg Brand "Certified Humane" By Humane Farm Animal Care

CANOGA PARK, CA. – Setting an eggcellent eggsample in today's environmentally-conscious times, Eggology - the leader in the all-natural egg whites industry – is now using PET recycle #1, the nation's most recycled plastic, in all of its product packaging.

Manufactured by PWP ([Packaging With Perfection](#)) Industries, an award-winning industry leader. Eggology's proprietary combination of strength and lightness requires less material to be used per unit of packaging, thus reducing negative environmental ramifications. As testament to the effectiveness and being eco-friendly, both Wal-Mart and Sam's cite it as one of the preferred plastic materials offered today.



In addition to sustainable packaging, Eggology has created a forward-looking Eco-Team staffed entirely by company executives and employees. The Eco-Team was created to examine and improve upon all of Eggology practices related to the environment, including but not limited to reusability, recycling and waste reduction.

In related news, Eggology, which is the first company to offer 100% organic and cage-free egg whites, recently received the prestigious "Certified Humane" designation affirming that the company meets the Humane Farm Animal Care's stringent Animal Care Standards. These include providing animals a nutritious diet without antibiotics or hormones, as well as raising them with shelters, resting areas, sufficient space and the ability to engage in natural behaviors.

According to founder and CEO Brad Halpern, "Our commitment to respecting the environment is as strong as our commitment to serving our customers. Although we're proud of what we've accomplished thus far in the realm of sustainability, we will continue to be on the lookout for ways our company and our people can do even more to protect the world as we collectively face the environmentally-challenging years ahead."

About Eggology

Eggology was launched as a consumer retail company in 1995 after enjoying widespread success among bodybuilders and other savvy health aficionados with its flagship 100% all-natural, certified Organic Liquid Egg Whites. Eggology is the company that utilizes only fresh pasteurized egg whites, which are 100% pure, organic, USDA approved and kosher. The company also uses an independent lab to test for salmonella and listeria, meaning food-lovers can enjoy the company's products cold, hot, cooked, or raw. More info at www.eggology.com.

###

Contact:

Peter Berk
Crier Communications
310-274-1072, ext. 205
peter@crierpr.com

Shaina Zalma
Crier Communications
310-274-1072, ext. 203
shaina@crierpr.com