

Profitable Growth: Avoiding the 'Growth Fetish' in Emerging Markets

Company History

Thecasesolutions.com

Was started off in 1988 as a small reseller of filament from the Burlington Vermont Calumet Paper Mill.

We took over a company catalog called Home America.

The nature of the enterprises that we took over changed all our product to non toxic items overnight.

Sales immediately jumped from \$100,000 in first year sales to \$1 million two years later.

Company Products

Thecasesolutions.com

Household Products

- Bleach
- Dish Washing
- Hand Soap
- Laundry
- Recycled Paper/Tush Soap
- Surface Cleaners
- Ultra Power Plus Detergent

Baby

- Diapers/Wipes
- Laundry

Feminine Care

- Organic Tampons/Pads

Free & Clear

- Baby
- Dish Washing
- Laundry
- Surface Cleaners

All are available in Canada!



Mission

Thecasesolutions.com

In every deliberation, we must consider the impact of our decisions on the next seven generations. With that in mind, the company manufactures and sells household products carefully designed and produced to leave as little impact on the natural environment as possible.

Come Clean Campaign

Thecasesolutions.com

It's time for Thecasesolutions.com to #ComeClean and make the products we sell as safe as the people. Our CEO Julie Heston is proud to announce that 100% of our products are now made in the USA.

You want to keep your family safe and healthy like a responsible parent? Then you need to know what you're buying. "I want my family and I to be safe."

You have a right to know what goes into the products you use. From a natural and safe production process to have control over the ingredients. And there are no regulations in place for the type of cleaning products used in your products - especially for the ingredients that we use in our products.

Chemicals of concern can be found in many "fragrances" in everyday items you're cleaning products. These are all that have been linked to cancer. Health affects include: allergies, asthma, cancer and reproductive harm.

Purple Cow

Thecasesolutions.com

What makes us stand out from other companies, is we sell products we need to live a more responsible, and natural life style.

Difficulties/Solutions

Thecasesolutions.com

When we were a small company we expanded to quickly from profits starting at 100,000 to 8 million.

- Hiring experts in research
- build stronger relationships with suppliers and customers

We also increased from 30 to 100 employees and had trouble with logistics of managing them.

Ownership:

- Health insurance
- Time Off
- On site fitness center

YouTube Link

Website Link

Thecasesolutions.com

Facebook Link

Thecasesolutions.com

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Company History

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We started off in 1988 as a small mail-order fulfillment firm in Burlington, Vermont called niche Marketing.

We took over a company called Cal Sol Renew America.

Then one of the entrepreneurs that work there changed his mind and decided to sell the company to me.

Sales immediately jumped from \$100,000 in 1988 to \$7 million two years later.

Company Products

Household Products

- Botanical Disinfectants
- Dish Washing
- Hand Soap
- Laundry
- Hospital Paper/Tush Bags
- Surface Cleaners
- Ultra Power Plus Detergent

Baby

- Diapers/Wipes
- Laundry

Feminine Care

- Organic Tampons/Pads

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Free & Clear

- Baby
- Dish Washing
- Laundry
- Surface Cleaners

All are available in Canada!

Mission

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In every deliberation, we must consider the impact of our decision on the next seven generations. With that in mind, the company manufactures and sells household products carefully designed and produced to leave as little impact on the natural environment as possible.

Come Clean Campaign

It's time for the cleaning industry to #ComeClean and disclose their ingredients right on their labels. Our CEO has made it a priority to create a list of 100+ of the #ComeClean list in Sacramento.

Thecasesolutions.com

You want to keep your family safe and healthy. But if you aren't sure what you're cleaning with, how do you know what you're bringing around your family and into your home? You have a right to know and you have the products you use. Food and personal care products are required to have certain labels, but they aren't regulated in place for the ingredients labeling of household cleaning products - especially for the ingredients that went into these products.

Chemicals of concern can hide behind the term "fragrance" in fragrances, baby products, cleaning products, chemicals that have been linked to cancer, health effects such as asthma, cancer, and reproductive harm.

Purple Cow

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Company History

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We started off In 1988 as a small mail-order fulfillment firm in Burlington, Vermont Called Niche Marketing

We took over a company catalog called Renew America

Then one of the entrepreneurs that work there changed all our product to non toxic Triumph came quickly.

Sales immediately jumped from \$100,000 in first-year sales grew to \$7 million two years later.

Company Products

Household Products

- Botanical Disinfectants
- Dish Washing
- Hand Soap
- Laundry
- Recycled Paper/Trash Bags
- Surface Cleaners
- Ultra Power Plus Detergent

Baby

- Diapers/ Wipes
- Laundry

Feminine Care

- Organic Tampons/ Pads

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Come Clean Campaign

It's time for the cleaning industry to #ComeClean and disclose their ingredients right on their labels. Our CEO John Replogle joins supporters of bill AB 708 at the #ComeClean Rally in Sacramento.

Thecasesolutions.com

You want to keep your family safe and healthy. But if companies don't tell you what's inside right on the package, how do you know what you're bringing around your family and into your home?

You have a right to know what goes into the products you use. Food and personal care products are required to have content labels, but there are no regulations in place for the ingredient labeling of household cleaning products - especially for the fragrances that scent those products.

Chemicals of concern can hide behind the term "fragrance" in ingredient lists on your cleaning products - chemicals that have been linked to serious health effects including allergies, asthma, cancer, and reproductive harm.

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