



# RETAIL TRAINING MANUAL

Dandelion, a division of Re-Think It, Inc.  
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## **Dandelion Earth Friendly Goods...the Eco division of Re-Think It, Inc.**

Our mission is to provide products that are safer for families and easier on the environment. Dandelion is about using more eco-conscience materials, less packaging and greener office practices...about taking small steps to do more. We're an American-owned family business located in Florida and we have teamed with factories in Asia for 20 years. Through factory visits and batch testing, we ensure that our high quality products meet US and EU standards for safety.

**Dandelion is proud to bring a natural & organic collection within reach of today's family budget.**

### **Safety Compliance**

Dandelion products are tested and fully comply with the applicable requirements of US toy safety standard, ASTM F963; European toy standard, EN71; and the newest set of Consumer Products Safety Improvements Act (CPSIA) testing requirements, which were added in August 2008.

Dandelion products do not contain BPA, and do not contain phthalates.

### **Responsible Manufacturing**

Re-Think It, Inc., the parent company of Dandelion, *Earth Friendly Goods*, is committed to ethical and responsible business practices – in all aspects of our business operations. Re-Think It conducts its business with a regard for human rights and respect for the environment. We seek Manufacturers that have similar commitments and standards.

All manufacturers of Re-Think It merchandise, and their vendors, are required to meet minimum standards, set forth in our **Code of Conduct**. Please visit our website to view our Code of Conduct in its entirety: [http://www.dandelionforbaby.com/Pages/Learn/Learn\\_Main/Learn.html](http://www.dandelionforbaby.com/Pages/Learn/Learn_Main/Learn.html)

### **State-of-the-Art Packaging**

Dandelion uses minimal packaging, to reduce waste. Our custom designed sleeves or cards are made of 100% recycled paperboard and printed with vegetable inks. Less packaging = smaller boxes = reduced fuel requirements for shipping.

## **Dandelion Organic Toys and Plush**

### **Organic Cotton fabrics**

Dandelion toys and plush are made with organic cotton. Organic cotton is grown without toxic pesticides or chemicals. By choosing Dandelion you reduce your family's exposure to chemicals, and support sustainable farming and the protection of our environment. Did you know that it takes roughly 1/3 pound of chemicals to grow enough conventional cotton for just one T-shirt!

Dandelion toys and plush use a variety of fabrics and colors to provide sensory and tactile stimulation for babies and toddlers. Our terrycloth, canvas and waffle-weave materials are made from 100% organic cotton. The velour is 80% organic cotton. The velour and waffle-weave fabrics are so soft that they require a small amount of polyester film backing, to provide structure and durability for machine washings.

### **Corn Fiber filling**

Dandelion toys and plush are stuffed with natural corn fiber filling. Corn Fiber filling is *Machine Washable*; it retains its loft and does not clump in the washing machine like cotton filling can. We recommend washing Dandelion toys and plush in a delicates bag or pillowcase, and air-drying.

Note: The Dandelion Sorter developmental toy has a thin polyester foam lining, to provide structure and retain its cube shape. The toy shapes included with the Sorter are filled with natural corn fiber.

### **Fiber Reactive Dyes**

Dandelion uses low-impact dyes, also called Fiber Reactive dyes. Fiber reactive dyes are textile dyes that form a bond with the fibers of the textile, resulting in a long lasting dye. Since the dyes are colorfast, they will not bleed into wash water, leading to a reduction in dye-laden water runoff, which can be harmful for the environment.

Fiber Reactive dyes require less water, less electricity and fewer chemicals. They have a lower-impact on the environment.

## Dandelion Natural Feeding ReUsables made from Corn

### What is it and how is it made?

Unlike conventional plastic, which is largely made from petroleum, Dandelion feeding items are primarily made of corn bioplastic (PLA)

- PLA is made through a chemical process, which starts by fermenting the sugar extracted from corn kernels.
- The corn used is the most common type of corn grown in the US, and it is primarily used to feed animals and make artificial sweeteners.
- Dandelion uses a unique formula, made from corn and other biodegradable, non-toxic ingredients. We designed our feeding items to be lightweight – so eventually, at the end of its useful life (and it should last a long time) it will break down safely, and better in the landfill/waste facility environment.

### Why choose Dandelion ReUsables?

- Corn PLA requires significantly less fossil resources, and generates far fewer green house gases than conventional plastic.
- Corn is a renewable and sustainable resource.
- Dandelion natural feeding items are **ReUsable**. Limiting the use of disposable-ware is an essential step toward a healthier future for families and the environment.

Petroleum based Plastic has revolutionized our lives, but we are learning about its potential effects on people and our planet. Bioplastics are rapidly evolving as a viable alternative and offer new opportunities:

- Reducing dependency on foreign oil
- Reducing our exposure to potential toxins
- Inspiring continuous technology improvements

### **Your customers may ask, “Why haven’t I seen it before?”**

- Various blends of PLA and bioplastics are in use today: they are used to make electronic and automotive parts, medical supplies, landscape materials, salad bar clamshells, cell phone cases and much more.
- One of the most frequent uses of PLA is in disposable food packaging. Often though, it is not identified as PLA.
- Sometimes PLA is labeled as #7 plastic, which just means “other”.
- Dandelion PLA feeding items are **ReUsable**, and are labeled as PLA, to assist both the consumer, and at the eventual end of the products life - the waste disposal facilities.

### **“Why can’t I microwave or dish wash Dandelion ReUsables?”**

PLA is a temperature sensitive material; the dishwasher, and especially the microwave, can get really hot.

- Because our feeding items are primarily made of corn, they will distort and may discolor at very high temperatures, like in a microwave.
- We are continually testing Dandelion ReUsables for top-rack dishwasher use (and regularly run them through ours with no problems). However, we have found that the heat exposure can vary considerably, and we are concerned about distortion possibly occurring. Until we have further results, we recommend hand washing at this time.

Note: Although conventional plastics have raised concern regarding release of toxins under high heat, there are no toxins in our PLA

**Our PLA feeding items are a great kid-friendly & eco-friendly choice, as a substitute for petroleum based plastics**

## **Dandelion Organic Tote Bags**

Dandelion Organic Tote Bags are designed for eco-conscious Moms on the go. Developed with a Diaper Bag in mind, the totes have all the conveniences Mom needs including multiple pockets and pouches and a key-catcher to keep keys handy. The Tote Bags are super-versatile and can also be used as an everyday tote, a school bag, gym bag or any number of other uses.

- Tote bags are made with durable 100% Organic Cotton Canvas and feature Organic Cotton Rope Shoulder Straps
- Environmental messages printed with eco-friendly low-impact dyes
- Outside features large pocket with snaps, 1 large open pocket and 2 elastic pouches for bottles or cups
- Big and roomy inside features 2 snap pockets and a key-catcher for keeping keys handy

### **Tote Bag care instructions**

Machine wash, cold water on gentle cycle. No Bleach.

Dry flat.

**Please note: Tote Bags ship flat to save fuel!**

**Open bags and use included paper inside to “fluff and stuff” the bags for merchandising.**



## Contact Information

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