

colorado cool STUFF

BY ERIC PETERSON

TWIST SPONGES

A veteran of the natural-products industry, Brian Ross was looking for a new opportunity after leaving natural soda-maker Izze in 2005. "I'm an avid natural-products consumer," he said. "Shopping in the cleaning-products aisle, I realized it's a pretty undeveloped category, especially in terms of cleaning hardware. There haven't been any sponge innovations in 30 or 40 years." Ross took it upon himself to develop a better, more eco-friendly line of cleaning hardware and came up with the Loo-fah Sponge, the Euro Sponge, and the Euro Cloth (a reusable product that does the work of 17 rolls of paper towels). The biodegradable products are made in a Mexican plant that reuses 99.97 percent of all waste, and the unique packaging is designed so it can be cut and fashioned into a small birdfeeder. \$1.99 to \$4.99 retail.



Made by Twist LLC, Boulder, (303) 443-9953, www.twistclean.com. Available at numerous retailers in Colorado, including Wild Oats, Whole Foods and Vitamin Cottage. ☞