

StarTribune

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nesting

We spotted it

Packaging with a twist

It's a clean, clean world out there, and we have the piles of product pitches to prove it. So when a few boxes of **Twist cleaning products** landed on our desk for testing, their unusual packaging piqued our interest.

"Be Kind to the Earth. Make a Bird Feeder," read the top of each slim, paperboard box containing the **Euro Sponge**, **Loofah Sponge** and **Euro Cloth**.

We bit. Each product, made of cellulose from renewable trees, is antibacterial and reusable; the thin and pliable biodegradable cloths (three for \$3.99) can be run through the dishwasher. I found them great for swiping granite countertops without leaving a telltale trail.

The bird feeders were a bit more problematic, a great exercise of prehensile skills. Patterns are printed on the inside of the boxes, and at www.twistclean.com/birdfeeder. One hour, several snips and a few Xacto-knife slits later, I produced the two bird feeders shown, but needed a dab of glue and some tape to shore up my shoddy workmanship. I'm not sure what kind of self-respecting bird would dine here, but the reuse angle was refreshingly welcome.

The line is carried by Whole Foods in Minneapolis and St. Paul, at \$1.99 to \$3.99.

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