



# JAWS Press Kit

## Company Background:

JAWS (Just Add Water System) is an innovative cleaning system that consists of concentrated refill pods and a reusable bottle designed to reduce the environmental impact of packaging used in conventional spray-cleaning products by conserving the resources required to produce and ship them. We founded our company on the principle: Stop Shipping Water. It's the Right Thing to Do.

About 91% of plastic ends up in landfills or becomes litter (Plastic Pollution Coalition, 2019). Why should perfectly usable bottle be discarded when they can be reused? His goal is to provide an easy, convenient way to refill and reuse bottles with highly effective cleaners designed to work on the modern surfaces in the home.

## Management/Staff Bios

- **R. Bruce Yacko, Owner & CEO:** In 1978, Bruce Yacko joined Canberra Corporation and was later named President & CEO in 1991. Under Canberra Corporation, Bruce formed JAWS International Ltd. in 2002. He embarked on a mission to change the way the world cleans by developing highly concentrated cleaning products for both commercial clients and consumers through patented cartridge technologies. Bruce continues to encourage consumers to rethink the way they clean with JAWS.
- **Jen Arbaugh, Director of Marketing:** Jen attended the University of Toledo and graduated with her MBA in Marketing. She started at Canberra Corporation in 2010 to lead the Marketing Department and later launched the JAWS retail product line we know today. When Jen isn't being JAWS #1 Supporter, she enjoys weekends at the lake, spending time outdoors and browsing art galleries.
- **Nick Leyland, Digital Marketing Manager:** In 2005, Nick graduated from Eastern Michigan University with a degree in Marketing and Telecommunications. He previously worked in the film industry, covering movie releases and reviews. Nick joined the JAWS team in 2017 to lead the digital marketing. When he's not creating videos or talking with customers, he enjoys playing music and barbequing in his spare time.
- **Jon Sizemore, Financial/eCommerce Analyst:** Jon graduated with a degree in Finance from the University of Toledo in 2011. He started an eCommerce business in college to help pay for books and tuition. In March of 2012, Jon started working at Canberra Corporation as a pricing and cost analyst. He joined the JAWS team in early 2014 to help



create an eCommerce presence and develop an effective logistics program. Fantasy football, traveling and golf are some of Jon's other passions.

## Selection of Important Press Releases

- The Good Housekeeping Institute: [JAWS Glass & Hard Surface Cleaner](#)
- The Wall Street Journal: [JAWS Kitchen Cleaner-Degreaser](#)
- Progressive Grocer: [Most Wanted, JAWS Glass Cleaner and Hardwood Floor Cleaner](#)

## Products/ Services Fact Sheet

JAWS (Just Add Water System) is comprised of durable bottles, heavy duty sprayers, and concentrated refill pods that make a full bottle of cleaner. Simply fill the bottle with water, insert the refill pod and twist on the sprayer. It's easy, fun and there is no measuring, no pouring and no spilling.

Our bottles are designed to be refillable and reused. Our refill pods, as well as our bottles, are recyclable, reducing plastic in landfills. With the innovative system of eco-friendly cleaning products, you can save money while you're helping to save the planet.

### Products:

- **Kitchen Cleaner-Degreaser:** This fast-acting cleaner-degreaser dissolves grease and other kitchen residue to leave surfaces haze and streak free without harming marble or other surfaces.
- **Hardwood Floor Cleaner:** JAWS gets out the dirt and grime while leaving hardwood and other flooring surfaces shining and haze free. Great for stone, laminate and marble too!
- **Disinfectant Cleaner:** This no-rinse, neutral pH cleaner kills the germs, while it leaves behind a fresh lemon fragrance. It's ideal for disinfecting the most germ inhabited surfaces in your home.
- **Glass Cleaner:** This ammonia and alcohol-free cleaner provides a streak-free shine on glass, stainless steel, granite and other hard surfaces like your smartphone, tablet, monitor or TV screen.
- **Daily Shower Cleaner:** Dissolves and emulsifies soap scum, lime and mineral deposits on ceramic tile, shower walls, sinks, toilets and tubs. No streaks, hazy residue or heavy fragrance.
- **Granite Cleaner & Polish:** This non-toxic formula is safe for all-natural stone surfaces and enhances the natural shine while leaving surfaces glossy, smooth and glistening. It's streak-free and won't leave a hazy residue.



## Case Studies

- [Amazon Customer Reviews](#): 95% positive lifetime reviews

## Noteworthy Press Coverage

- Shape Magazine Feature: ["These Eco-Friendly Amazon Buys Will Help Reduce Your Daily Waste."](#)
- Real Simple Magazine Feature: ["We Tried the Next Big Trend in Cleaning Products—And It Can Save You Money."](#)
- Sustainable America Feature: ["New Ways to Close the Loop on Single-Use Packaging."](#)
- Progressive Grocer Feature: ["Nice and Neat. Convenient, affordable green products allow grocers to clean up."](#)

## Industry Awards

- [Progressive Grocer](#): Editor's Pick 2015- Nonfood, pg. 84
- [Eco Excellence Awards](#): Finalist 2015, Natural Child World
- [People's Choice Award](#): Brand Packaging- Rigid Category, 2<sup>nd</sup> runner up

## Digital Artwork

- [Photo Library](#): Lifestyle & Silo

## Contact Info

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