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## CSR Press Release

### Seventh Generation and Walmart Announce Strategic Partnership to Offer Environmentally Friendly, Sustainable Products at More Than 1,500 Stores

Shared Commitment to Education Inspires Consumers to Live Better by Protecting Planet Home

Submitted by: **Seventh Generation**  
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BURLINGTON, Vt., Jul. 26 /CSRwire/ - (Marketwire) - Seventh Generation, the nation's leading brand of non-toxic and environmentally friendly household products, is embarking on a mission with Walmart (NYSE: WMT) to help make sustainable living more accessible to consumers nationwide, including availability at more than 1,500 Walmart stores and on [Walmart.com](http://Walmart.com).

For the past 20 years, Seventh Generation has helped consumers protect their planet home with naturally safe and effective household products and is now elevating that commitment by increasing accessibility through a partnership with the world's largest retailer. Having made significant strides in recent years, Walmart has fully adopted a sustainability strategy that has enabled them to become a truly legitimate leader in sustainability.

As part of the long-term strategic partnership, Walmart will carry a variety of cleaning products from Seventh Generation's portfolio, including the brand's best-sellers, such as laundry detergent, dish soap, disinfecting wipes and all purpose sprays. An expanded assortment of products, including baby diapers and wipes, will roll out on [Walmart.com](http://Walmart.com) in September.

"Seventh Generation and Walmart are committed to helping people learn about natural alternatives and ways to protect themselves and their families," said Chuck Maniscalco, Seventh Generation CEO. "Through increased access to safe, healthy, affordable, and sustainable products, Seventh Generation and Walmart have together embarked on a long-term, strategic partnership to grow this movement by demonstrating a shared commitment to education and making meaningful change."

"As part of Walmart's broad sustainability goal to sell products that sustain people and the environment, we are always looking to expand our number of sustainable offerings," said Al Dominguez, Walmart's vice president of chemical and paper goods. "Seventh Generation is a leader in offering natural and healthy products to families and we are excited about using our scale to make these offerings available to even more customers through our stores and on [Walmart.com](http://Walmart.com)."

In addition to access to Seventh Generation product lines in more than 1,500 Walmart stores nationwide and on [Walmart.com](http://Walmart.com), Seventh Generation and Walmart will collectively encourage families to live better through concrete expressions of education to nearly three and a half million consumers through initiatives such as Walmart's mom bloggers, Facebook and the 7GenBlog. This is designed to give customers the tools and information they need to lead a healthier and more environmentally friendly lifestyle.

Seventh Generation, a recognized leader in sustainability, will extend its influence in the industry by partnering with Walmart on several key initiatives, including participation in Walmart's Chemical Intensive Products Sustainable Network, which has developed an ingredient screening program for household and personal care products sold at Walmart. The partnership also allows Seventh Generation to extend its leadership in transparency and consumer education on the environmental footprints of its products, where Seventh Generation will engage with Walmart and other retailers and companies working to develop the science to support a sustainability index through The Sustainability Consortium.

To learn more about Seventh Generation, please visit <http://www.seventhgeneration.com>. For more information on Walmart's sustainability efforts, please visit <http://walmartstores.com/sustainability>.

#### ABOUT SEVENTH GENERATION

Seventh Generation is committed to being the most trusted brand of household and personal-care products for your living home. Our products are healthy and safe for the air, the surfaces, the fabrics, the pets, and the people within your home -- and for the community and environment outside of it. Seventh Generation also offers products for baby that are safe for your children and the planet.

For information on Seventh Generation cleaning, paper, baby and feminine personal care products, to find store locations, and explore the company's website visit [www.seventhgeneration.com](http://www.seventhgeneration.com). To read more about Seventh Generation's corporate responsibility, visit the Corporate Consciousness Report at: [www.seventhgeneration.com/corporate-responsibility/2008](http://www.seventhgeneration.com/corporate-responsibility/2008).

#### ABOUT WALMART

Wal-Mart Stores, Inc. or "Walmart" serves customers and members more than 200 million times per week at more than 8,400 retail units under 55 different banners in 15 countries. With fiscal year 2010 sales of \$405 billion, Walmart employs more than 2 million associates

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## Seventh Generation and Walmart Anno...

worldwide. A leader in sustainability, corporate philanthropy and employment opportunity, Walmart ranked first among retailers in *Fortune* magazine's 2010 Most Admired Companies survey. Additional information about Walmart can be found by visiting <http://www.walmartstores.com> and on Twitter at <http://Twitter.com/Walmartnews>. Online merchandise sales are available at <http://www.walmart.com> and <http://www.samsclub.com>.

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For more information, please contact:

**Chrystie Heimert**

Phone: (802) 540-3620

Website: [www.seventhgeneration.com](http://www.seventhgeneration.com)

**Kory Lundberg**

Phone: (800) 331-0085

**Erin Bobal**

Phone: (212) 938-0166

For more from this organization:

[Seventh Generation](#)