



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Enforcement
Bureau of Consumer Protection

April 5, 2001

Sandra Cohen Kalter, Esq.
King & Spalding
1730 Pennsylvania Ave., NW
Washington, DC 20006-4706

Dear Ms. Kalter:

The Federal Trade Commission's Division of Enforcement staff has conducted an inquiry to determine whether your client, EnviroBrands, Inc. ("EnviroBrands"), engaged in unfair or deceptive acts or practices in violation of Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45, and the Commission's Guides for the Use of Environmental Marketing Claims, 16 C.F.R. Part 260. In particular, the inquiry concerned whether EnviroBrands was making misrepresentations in its packaging and advertising for its Enviro-Ware paper products.

Staff has concluded that no further action is warranted by the Commission at this time and the inquiry has been closed. Among other things, staff notes that EnviroBrands has agreed to modify its Enviro-Ware packaging and advertising claims. Staff's action is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

Very truly yours,

Elaine D. Kolish
Associate Director for Enforcement