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GOOD PLANET PRODUCTS LAUNCHES AS SPIN-OFF OF 3E COATINGS TO COMMERCIALIZE BREAKTHROUGH EBS187™ BIO-SOLVENT TECHNOLOGY PLATFORM

Award-winning sustainable chemistry technology enters major brand evaluations and retail pilot programs for next-generation household cleaning solutions

SANTA FE, N.M., June 1, 2026 — Good Planet Products, an advanced sustainable chemistry company, today announced its launch as a spin-off of 3E Coatings to accelerate the commercialization of the proprietary EBS187™ bio-solvent technology platform, a breakthrough innovation developed through more than a decade of research and development.

The EBS187™ platform has produced its first consumer application, 3E Cleanz™, a high-performance bio-based multi-surface household cleaning formulation that has demonstrated exceptional cleaning performance in comparative testing and challenges the long-standing assumption that environmentally responsible chemistry must sacrifice effectiveness.

Good Planet Products is currently engaged in early product evaluation programs and discussions with major companies in the household cleaning category. The company has also launched retail pilot programs with multiple large franchise hardware retailers to evaluate consumer acceptance, in-store performance, and market potential.

“The creation of Good Planet Products represents an exciting new chapter for our technology,” said Paul Andrus, Founder and Managing Director of Good Planet Products. “For decades, the cleaning industry has relied on harsh chemical solutions to achieve superior performance. Our mission is to demonstrate that advanced bio-based chemistry can deliver exceptional results while creating safer, more environmentally responsible alternatives for consumers and industry.”

The technology originated within 3E Coatings, a company led by Andrus and recognized for developing innovative environmentally responsible coatings and materials technologies. Three of its bio/eco-friendly consumer products received the National Hardware Show Retailers’ Choice Award for “Most Outstanding and Innovative Product,” validating the company’s commitment to delivering breakthrough technologies to the marketplace.

Beyond household cleaning applications, the EBS187™ bio-solvent technology platform has potential applications across numerous industrial and commercial sectors. Good Planet Products intends to commercialize the platform through strategic licensing partnerships, private-label relationships, retail channels, and the continued development of next-generation products utilizing the company’s proprietary chemistry.

“Our vision extends well beyond a single consumer product,” added Andrus. “We believe EBS187™ represents a broad chemistry platform capable of enabling safer, high-performance alternatives across multiple categories where traditional chemicals have remained the standard.”

About Good Planet Products

Good Planet Products is an advanced sustainable chemistry company dedicated to developing and commercializing innovative bio-based technologies that improve performance while reducing environmental impact. The company’s proprietary EBS187™ bio-solvent platform powers a growing portfolio of consumer and industrial applications, including 3E Cleanz™, a high-performance bio-based multi-surface cleaner. The company is actively seeking strategic relationships with consumer product companies, retailers, distributors, and licensing partners.

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