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**Sustainable Home Care Company Full Circle® Brands (“Full Circle”) Launches Long-Awaited Kitchen Gadget Line**

**New York, NY (March 12, 2024) —** Full Circle, a leader in sustainable home care and certified B Corp, has launched their long-awaited set of dishwasher-safe kitchen tools, highlighting the best of design, function and—true to their foundational mission—responsible manufacturing.

“The kitchen gadgets are the apex of our philosophy,” said Tal Chitayat, CEO of Full Circle. “They’re beautiful, competitively priced and functionally superior. And because everything we make is—they’re inherently sustainable.”

Made of stainless steel, the gadget handles are comprised of a unique material of bonded kraft paper and resin. The tools mimic the beauty of wood and perform with the durability of plastic, giving them an extended life cycle.

“Making products that are long-lasting is a deeply sustainable practice,” Chitayat continued. “The amount of energy that goes into manufacturing is meaningful, even sustainable products—but when those products have a longer-than-average life cycle, we are furthering our impact.”

In truly furthering their impact, the packaging for these gadgets (like all Full Circle products) is plastic-free. Plastic packaging, at 82.2 million tons, makes up more than 28% of all municipal waste in the United States. Full Circle aims to change that by trading J-hooks, twist ties and zip ties for compressed-paper hooks and waxed cotton cord.

Currently Full Circle offers a can opener, garlic press, grater, ice cream scoop, peeler, pizza wheel and zester, with plans to expand the line with measuring cups, measuring spoons and other food-prep tools in 2025. All existing tools retail for under $20 and are available at \_\_\_\_\_.

For more information about the gadgets, visit [www.fullcirclehome.com](http://www.fullcirclehome.com).

**About Full Circle Brands:**

Established in 2009, Full Circle makes sustainable home care products that are beautifully designed, functionally innovative and responsibly produced. Raising the bar on what it means to be a home care brand, Full Circle empowers people to live an earth-conscious lifestyle, offering better alternatives to everyday goods. Their products span multiple categories including cleaning, compost, filtration, laundry and storage. A certified B Corporation, Full Circle continues to unveil innovative, sustainable products that can be proudly displayed and used in the home.

The brand portfolio includes Full Circle Home, Soma Water, and For Good. For more information visit fullcirclehome.com, drinksoma.com, and byforgood.com.