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SIMPLE GREEN MEDIA KIT

SEMA
SHOW

2024 SEMA SHOW
LAS VEGAS CONVENTION CENTER

SIMPLE GREEN® TO SHOW 1936 AUBURN CORD 810 PHAETON EV CONVERSION AT 2024 SEMA SHOW

Huntington Beach, CA – Sunshine Makers, Inc., the manufacturer of Simple Green® All-Purpose Cleaner, is proud to be showing a 1936 Auburn Cord 810 Phaeton EV conversion at the upcoming SEMA show being held at the Las Vegas Convention Center Nov. 5-8.

For 50 years, [Simple Green](#) inventor and founder Bruce FaBrizio, has participated in car shows and donated millions of product samples and coupons at these events. Bruce is a huge car enthusiast and is currently restoring the first American made front-wheel drive car with independent front suspension, a 1936 Auburn Cord 810 Phaeton convertible affectionately named “Green Flash” and converting it to full electric.

History: The styling of the Cord 810 was the work of designer Gordon M. Buehrig and his team of stylists. The Cord broke away from the American convention of rear-wheel-drive motoring, instead proposing a complex solution of a front-mounted transmission that sat before the motor. The gearbox assembly was installed in front of the axle and operated via a highly innovative but crudely fabricated electro-mechanical vacuum shifting mechanism.



Many collectors find the 1936 Cord to be one of the most stunning and innovative cars built during the glory years of automotive design in pre-war America. In addition to boldly going against the grain with its front-wheel-drive traction, the Cord is a celebration of Art Deco style. Its streamlined elegance puts it in a class by itself.

The Cord’s Lycoming V8 engine was a marvel in its day. Many of the Cord’s design elements, such as the DuVall windshield, removable running boards, pontoon fenders with hidden headlamps, button taillights, towel rack bumpers, machined dashboard, full moon hubcaps, and hidden fuel door were adopted in future hotrod designs.

The conversion will be handled by Eddy Borysewicz's team at [Revolt Systems](#) in Oceanside, CA which specializes in developing high output electric drive systems for classic cars and hot rods. What's unique about this conversion is that the Cord will remain front wheel drive.

Eddy's team is upgrading the 1936 front wheel drive train with highly modified Tesla hard parts and the latest EV controllers. Power delivery will be controlled with the touch of a screen, and the battery size will be 75 kw with an anticipated 150-200 mile range.



We're not trying to build a quarter mile dragster or Bonneville runner with this classic however, the Cord will have the potential power of 600 HP 450kw and 500 FT. Lbs of torque.

Simple Green is documenting the entire electric conversion from start to finish. The Cord has been fully restored to concourse condition. The ICE has been completely removed and Revolt Systems has completed their engineering drawings.

Because of the Cord's front wheel drive and Lycoming V-8 the entire front running gear can be removed like an aircraft assembly. One of Bruce's primary goals was to not molest the structure of the car and have the option of reversing conversion back to original with a few hundred hours of labor.

Revolt Systems will complete Green Flash's conversion in September 2024. The converted 1936 Auburn Cord 810 Phaeton will make its debut in the Simple Green booth #12061 North Hall at the November Las Vegas SEMA Automotive Show. Simple Green will also be showing their lineup of safer cleaners and degreasers that can remove even the toughest grease and grime from engines, tools, parts, vehicle exteriors, and more.

Quote from Bruce FaBrizio, "Right now there's an explosion, everyone wants to electrify classic cars. There's also a waiting list everywhere. These guys [Revolt Systems] are doing the best work using state-of-the art equipment, but they're also dedicated to not chopping cars to make it work. It's the Simple Green story. I took the worst 50's style cleaning that killed a guy and figured out a way to bring it to the 20th century without having to hurt anybody and prove it [works]. Here's the Cord, the best most outrageously proficient and innovative engineering of a car in the 20th century, and I'm going to give it a 21st century state-of-the-art [upgrade] to what 21st century electric vehicles can look like. Yet, it will still be nearly 100 years old. I'm really excited about the fact it will get to stay with me now permanently and be a before and after [story] just like Simple Green."

For more information or for digital imagery, contact Selena Nutter, Content Marketing Specialist, at snutter@simplegreen.com

The Simple Green® story begins fifty years ago, long before people gave much thought to “environmentally friendly” products. Bruce FaBrizio witnessed a fatal chemical accident in the 1970s which opened his eyes to the harmful health and environmental impacts of the toxic chemical cleaners being used at that time. This was the spark that led to innovation.

Bruce and his father developed a safer alternative to the toxic cleaners originally designed to remove tannic acid, a by-product of coffee roasting, from roasting machinery. It took three years to perfect the safer, biodegradable, non-flammable, and non-abrasive formula. After its initial success, Bruce began selling Simple Green to industrial customers in 55-gallon drums, which he delivered in his own van, for use as a cleaner on equipment and floors.

In 1979, just as initial retail marketing efforts were beginning to pay off, Bruce’s father died. Bruce persevered and managed to keep the business alive, and in 1981 gave his company the name it continues to carry today - Sunshine Makers, Inc.

Growth and Expansion; Simple Green was introduced nationally into several new markets including hardware/Do-It-Yourself, consumer grocery & drug, GSA (government) and mass merchant classes of trade.

One of Bruce’s earliest customers was JC Penny auto shops. Once he demonstrated how well Simple Green worked cleaning engines, tires, upholstery, parts, and vehicle exteriors, without any caustic chemicals or solvents, JC Penny Auto was completely onboard and purchased Simple Green for their service bays. Thus began Bruce’s long history of providing safer cleaning products to the automotive industry.

In the early 1990s, Bruce created an Environmental Technology Division to help develop and define the cutting edge of today’s cleaning solutions and high standards for environmental responsibility.

Today, Simple Green has its headquarters in Huntington Beach, California. Millions of dollars have been spent to prove the safety and efficacy claims of our products. Simple Green has continued to grow and is now a respected global cleaning brand. It also continues to be a privately owned, family business which makes Simple Green a rare unicorn in the global cleaning space. In addition, Simple Green has been proudly made in the USA since its founding, supplying thousands of jobs to communities across the U.S.

The Simple Green family of products has expanded to include **Household, Professional and Industrial product lines**. All 3 lines feature U.S. EPA Safer Choice Certified Simple Green All-Purpose Cleaner, which is now available in 3 scents, original sassafras, lemon, and lavender. Simple Green’s product lines include cleaners & degreasers, pressure wash concentrates, cleaning wipes, descalers, and disinfectants for cleaning and sanitizing any room, surface, business, or industrial operation. Original Simple Green and the entire family of Simple Green products are part of everyday life in millions of homes, businesses, and industrial sites all over the world.

Giving back: in 1989 Bruce FaBrizio and Simple Green founded the **EGBAR® Foundation**. EGBAR is an acronym for: **Everything’s Gonna Be All Right** and its mission is to support local organizations doing incredible work like providing environmental and sustainability education to grade school students and preserving our wetlands. The EGBAR Foundation has also been a longtime supporter of the Gary Sinise Foundation and the work they do to support and honor veterans, first responders, their families, and those in need.

The EGBAR foundation is funded by a percentage of Simple Green net sales, the annual EGBAR charity golf tournament, and generous donations from people all over the world. The EGBAR Foundation is making a difference by teaching everyone to **“Think Globally, Act Locally.”**

In addition, Bruce along with his wife Viviana, founded the Amore for Dogs® Foundation. Amore’s primary mission is to rescue dogs, bring them to the Amore Dog Sanctuary, and find them loving forever homes. Proceeds from the sale of Simple Green’s pet product line go to Amore for Dogs to support dog rescue.

“We, the Sunshine Makers, as a socially responsible company, are committed to being the worldwide market leader, providing high quality environmentally safer cleaning products.”



Bruce FaBrizio
1975



Bruce FaBrizio
2023



OUR MISSION: Simple Green is committed to providing high-quality cleaning products with a focus on environmental responsibility and human safety. Since 1975, Simple Green has built a legacy of developing new and innovative products that are responsible choices for many generations to come.

SUSTAINABILITY: All safety and efficacy claims made by Simple Green have been proven repeatedly by third party testing facilities. We offer products that are **U.S. EPA Safer Choice Certified, Direct Release certified, NSF Registered, LEED® Building Compliant**, and meet the **Green Seal™ GS-37 Standard**.

Simple Green is proud to be an American Based Company. Our U.S. production facilities, coupled with the fact we offer non-caustic, non-hazardous, concentrated formulas that remove excess water, reduces our carbon footprint for shipping and packaging as well as water usage. Plus, our formulas are clean rinsing, which can save customers water during washdowns by requiring fewer rinse cycles.

Simple Green received a 2021 Environment Impact Award for its use of 100% recycled paper. In addition, 25% of all plastics we use are post-consumer recycled (PCR) materials and Simple Green has established annual PCR % increase targets through 2035.

As part of our ongoing commitment to sustainability, Simple Green recently applied for an EcoVadis Rating. This will provide Simple Green with sustainability and carbon scorecards, along with a detailed assessment of our sustainability performance.

When it comes to sustainability, we believe in setting the bar high and continuing to raise that bar over time. Green is in our company DNA. Its why Simple Green was founded, and we will continue to place human health and environmental responsibility at the forefront of everything we do.

SOCIAL RESPONSIBILITY: Simple Green is committed to social and corporate responsibility. We believe in being good citizens and through our philanthropic arm, the **EGBAR Foundation**, we support non-profit organizations doing great work in our communities such as the **Bolsa Chica Conservancy, Amore for Dogs**, and the **Gary Sinise Foundation**.

The Bolsa Chica Conservancy offers services that connect through community involvement and leadership in hands-on restoration and education in wetland science, watersheds, coastal ecology and environmental sustainability. **Amore for Dogs** rescues animals and helps find them loving forever homes. The **Gary Sinise Foundation** supports wounded veterans, first responders and their families.



Simple Green has a lot to celebrate! We are first time exhibitors at the 2024 SEMA Show and we're about to celebrate our **50 year anniversary** as an environmentally responsible cleaning brand.

Anyone who's grandfather was an auto enthusiast remembers how damaged their hands would get from using cleaning solvents over the years. Simple Green solved for this. Our company's founder, Bruce FaBrizio, developed a non-caustic, non-flammable, non-abrasive formula that delivers the same high-quality performance as its harsh chemical counterparts. That's how Simple Green was born, and for the last 50 years we've continued to introduce new safer and innovative cleaning products to a global market.

One of our earliest customers was JC Penny auto shops. After Bruce demonstrated how well Simple Green worked cleaning engines, tires, upholstery, parts, and vehicle exteriors, without any caustic chemicals or solvents, JC Penny became one of our earliest customers, buying Simple Green for their service bays. Thus began our long history of providing safer cleaning products to the automotive industry.

Simple Green will showcase its full line-up of safer, heavy-duty & professional-grade cleaning products in all available sizes from a 32 oz trigger to a gallon bottle, a 55 gallon drum, and all the way up to a 275 gallon tote! Many people don't realize the range of industrial products and sizes Simple Green carries and will get the opportunity to see them all firsthand at the SEMA show.

Try It Yourself! SEMA Show attendees that visit the **Simple Green Booth #12061**, North Hall, will get a FREE limited-edition 50-year Simple Green sample bottle and reusable tote bag.

MEET THE SIMPLE GREEN TEAM!

Our associates will be on the SEMA show floor, ready to answer your questions and demonstrate our safer cleaning solutions.



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Get a **FREE** — limited edition
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SAFER DEGREASER
Cuts through heavy grease,
dirt, brake dust, oils and
built-up grime. U.S. EPA
Safer Choice Certified.

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50 YEARS OF CLEANING INNOVATION
— AND WE'RE JUST GETTING STARTED! —

VISIT US AT THE SEMA SHOW! SIMPLE GREEN **BOOTH 12061, NORTH HALL**

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