



The Pittsburgh Advantage –jonäno Strategically Placed for Success

Pittsburgh, PA, July 29, 2006 --(PR.com)-- Jonäno announced today the launch of their new ecommerce website, jonano.com, offering designer organic clothing for men, women and babies. Owner and designer Bonnie Siefers credits much of the building of the jonäno brand to local Pittsburgh talent and non-profit organizations who invested time and effort into helping local small businesses achieve success.

“There is a real advantage to starting and developing a business in a region that cares enough to support small businesses and with organizations that are dedicated to helping them grow.” Bonnie adds, “The real strength of a business is its foundation. By drawing from the expertise of seasoned entrepreneurs and professionals we were able to avoid making costly mistakes.”

Among the organizations that Bonnie applauds as champions of small business are the Riverside Center for Innovation, Score and the Carnegie Library of Pittsburgh - Namm Business Center. “Accurate knowledge of the market is necessary before you take the leap into any business venture. The resources available in the Pittsburgh area are excellent.” Bonnie also recommends resourcing young fresh talent through Pittsburgh's Regional Internship Center. “Our experience with interning has been invaluable. We were able to choose among interns from top students at CMU and other high quality universities and private colleges.” Imagebox Productions, a local website design firm, was chosen to help create the look and feel of jonäno.com and First National Bank stepped up to the plate to assist in providing short and longterm capital for the new business.

Jonäno is looking forward to an ever expanding organic market to fuel the growth of jonano.com. Cutting-edge natural fibers such as naturally antimicrobial bamboo and hemp as well as high quality ring-spun cotton low-impact dyed in an array of nature-inspired hues make the jonäno line uniquely identifiable as sustainable and earth-friendly. The ecoKashmere Collection includes bamboo shirts, sweaters, dresses and socks as well as a beautiful array of baby gift items. “Bamboo ecoKashmere™ is buttery soft like fine cashmere without the cashmere cost making it the ideal eco fiber,” comments Bonnie. “There is no need for environmentally harmful pesticides in bamboo cultivation nor do we recommend drycleaning.”

New on the horizon is the introduction of fresh and functional Eco Scrubs™ in naturally antimicrobial hemp linen and 100% certified organic cotton that has been ring spun for softness. “Eco Scrubs™ offer the comfort of scrubs in updated styles, cuts and fabrics that transition well into everyday and streetwear,” adds Bonnie, “each piece is designed and crafted to enhance and flatter.”

jonäno™ <http://www.jonano.com>.

Headquartered in Pittsburgh, PA, Jonäno™ is the first scrub company on Earth specializing in eco-friendly fabrics and sustainable business practices. Jonäno™ clothing is created using sustainable business practices and following fair labor standards that honor Mother Earth.

Contact: Bonnie Siefers



jonano

Phone: (724) 935-9753

Fax: (724) 935-9753

2582 Wexford Run Road

Wexford, PA 15090

www.jonano.com

###



Contact Information:

jonano

Bonnie Siefers

724-935-9753

info@jonano.com

www.jonano.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/14805>