

Dear _____, CEO of _____ :

I am writing to add my voice to those endorsing global economic justice, and join with them in supporting the boycott of **SodaStream, Ahava, Keter, and Edushape** products carried in your stores. As a concerned consumer, I respectfully ask that you discontinue stocking these products.

Over the past year I understand that you have received letters and petition signatures requesting that you stop selling **SodaStream, Ahava, Keter, and Edushape** products because they are produce in illegal Israeli settlements built in Palestine's West Bank in violation of international law on land stolen from Palestinians. Should you decide to continue to sell illegal settlement products, you should be aware this is a political decision to which you attach your company's name when choosing to sell **SodaStream, Ahava, Keter, and Edushape** products.

If you do continue to carry these products then at a minimum, you should let your customers know where the product is really made so they can make an informed choice. You can post a display or label the product to inform customers that **SodaStream's principal manufacturing facility is located in Mishor Adumim, the industrial area of the West Bank illegal settlement of Maale Adumim. Ahava's company factory is in Mitzpe Shalem, an illegal settlement in the West Bank. Interstar, which produces Edushape Toys, has factories in the illegal Barkan Industrial Zone, which is attached to the settlement of Ariel. Keter plastics are also produced in the Barkan Industrial Zone.**

These settlements are in violation of international laws such as Article 49 of the Fourth Geneva Convention which forbids an occupying power from transferring its population onto occupied land, and Article 53 which prohibits destruction of personal property by the occupying power. The Hague Convention also forbids the exploitation of resources in occupied territory. Products manufactured and exported from illegal settlements are by extension illegal. All Israel's West Bank settlements were also declared illegal by the International Criminal Court in 2004.

Condemnation of illegal settlements and their products is growing. In July, 2013, the European Union voted that all settlement products must be labeled as such. There is no doubt that these decisions were influenced by the same groundswell of concern that you too are now experiencing.

I urge you to discontinue **SodaStream, Ahava, Keter, and Edushape** sales, or at minimum, to inform your customers regarding where it is made and the applicable international law violations.

Thank you for your attention. I look forward to your considered response.

Sincerely,