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Norwich company sends bin Laden toilet paper to Pentagon

NORWICH, Conn. (AP) Don't squeeze the bin Laden.

A Norwich company has sent 200 rolls of "Wipe Out Terrorism" toilet paper, imprinted with Osama bin Laden's face, to the Pentagon and has been flushed with e-mails from soldiers as far away as Europe who want the product.

The Pentagon received the case this week, The Day of New London reported in Thursday's editions.

"I'm still waiting to get my roll," said one Marine Corps captain on the Department of Defense news desk, who didn't hear that the paper was in the building until it was all gone.

Kenn Fischburg, president of Norwich-based Consumers Interstate, said he was worried about how terrorists would react to his product, but he proceeded anyway with the hope of raising the spirits of the U.S. military.

"If it gives these guys a chuckle, if it makes things a little more lighthearted for our military right now, then you know what? It's OK."

Fischburg said he'll use all proceeds from any civilian sales of the toilet paper to subsidize shipments to troops stationed overseas.

"It's costing us a lot of money, particularly when you start talking about sending it to Germany, but the response we're getting is so heartwarming I don't care what the cost is," he said. "There are very few times in your life you get to do something really nice, to really make a difference. This is a great time."

Fischburg received an e-mail from a sergeant with the 4th Cavalry stationed in Germany requesting a case and saying it would be put to good use.

"My boys are looking at a seven-month deployment to Kosovo this April and the effects of being able to relax and get a little revenge on the pot is, well ... gratifying," the sergeant wrote. "Trust me when I say, not a sheet will be wasted."

Fischburg has more than 30,000 products for sale on toiletpaperworld.com, an Internet business he started last year.

For \$3 to \$12, consumers can order custom, full-color printed rolls of toilet paper.

"There's no better way to disrespect someone than to put their picture on this paper," Fischburg said. "We've had lawyers with five partners in the firm, and some of them wanted to get the others, and lo and behold one of them walks into the bathroom and there's their picture on the toilet paper."

After the Sept. 11 terrorist attacks on the Pentagon and World Trade Center, Fischburg printed the bin Laden paper and put a notice up on the company's Web site. The first printing sold out quickly at a price of \$24.95 for a four-pack, and the second one did as well.

"Then I got a little tired of having his picture on the Web site, or having any association with him, so I just took it off," Fischburg said.

He sent the remaining 200 rolls to the Pentagon, then decided to continue printing the bin Laden rolls.

"We're going to print up thousands of rolls, and it will be my privilege to make another donation," Fischburg said. "It's just too good of an opportunity to do something good."