



June 2005

## **ECOVER A CLEAN CHOICE FOR HOME CLEANING!**

Ecover offers a broad range of domestic cleaning products, each based on pioneering ecologically sound principles. This product range offers many environmental advantages that benefit humans, animals and the environment – but are also kinder to the skin as all products are based on natural plant and mineral ingredients and do not contain optical brighteners.

Ecover products are made for people who will not compromise on quality or their way of life, who are not prepared to have unnecessary toxins and materials derived from petrochemicals around their homes and gardens and who care about protecting the environment.

Ecover continually works to find new formulations that will make its products work harder, but that also comply with the following principles sustainability:

- Renewable ingredients
- Low aquatic toxicity
- High skin compatibility
- Excellent degradation

This means that even after use all Ecover products totally and completely degrade ensuring their reversion to nature's intended 'building blocks'. This complete and quick degradation ensures that there are no residues of unnecessary chemicals or stable metabolites.

Ecover's ecological principles extend beyond the products it produces. For example, Ecover operates from its unique 'world famous' ecological factory, which is 'crowned' with a green roof that supports a wild flower garden and allows effective insulation of the factory below. The garden contains sedum species, these are a succulent variety and can survive in arid conditions such as the roof in summer time.



Ecover is a globally respected as an organisation forging the way for ethical companies of the future. The company's guidelines for environmental criteria, the selection of ingredients and manufacturing processes are far stricter than those required by EU legislation. Ecover sets the standards for others to follow and has been recognised by the United Nations Environment programme (UNEP) for their outstanding practical achievements for the protection and improvement of our environment.

### **Why use Ecover?**

#### **Ecover Works**

- Exceptional cleaning results
- Kind to hands and gentle on skin thanks to plant based ingredients – ideal for gardeners
- Not based on petrochemical ingredients
- No residue of unnecessary chemicals left of your dishes, on your clothes or in your home.

#### **Ecover works for the Environment**

- Optimum level of biodegradability – far exceeds legislative requirements
- Ongoing research working for improved ecological value
- Minimum impact on aquatic life
- Against animal testing
- All Ecover products are suitable for septic tanks



**The range comprises:**

Washing Up Liquid

- Camomile & Marigold\*
- Lemon & Aloe Vera

Personal Care

- Liquid Hand Soap
- Heavy Duty Hand Cleaner
- Shower Gel

Household

- Dishwasher tablets
- Dishwasher rinse aid
- Cream cleaner
- Multi surface cleaner
- Squirt-Eco
- Conc. floor cleaner
- Toilet cleaner pine fresh
- Citrus degreaser
- Compost bags

Laundry

- Biological washing powder
- Non-biological washing powder
- Laundry tablets
- Laundry bleach
- Stain Remover
- Non-bio laundry liquid
- Fabric conditioner
- Delicate

Ecover products are available in all major supermarkets across the UK. For further stockist information please contact the Ecover customer enquiry line on 08451 302230.

**~Ends~**

Issued on behalf of Ecover by Bray Leino PR.

For further press information, samples or visuals on any of the products in the Ecover range contact:

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**Notes to Editors**

- Ecover work's in partnership with the Soil Association supporting the sustainable ethos behind organic