

ECOVER builds brand new ecological factory in France

ECOVER, the worldwide leading manufacturer of ecological washing and cleaning products, is building a new factory in the Parc Paysager d'Activités de Landacres, Boulogne-sur-Mer, France. The factory is being built to meet increased demand in the UK, Europe and America for its pioneering ecological products. The ECOVER plant is one of the very first ecological production plants in France*, and it is hoped it will further inspire other European manufacturers to follow suit.

As the worldwide market leader of ecological washing and cleaning products, ECOVER has extensive distribution across the globe. Continuous and sustained market growth in Europe and the U.S in past years has forced the Belgian group to expand once again. The UK is ECOVER's biggest market with sustained company growth in excess of 20% in 2005.

The proximity of Boulogne-sur-Mer and Calais will provide ECOVER with a supply and delivery facility for its main market, the United Kingdom, and will ensure efficient delivery of products to the UK with minimum environmental impact. Parc de Landacres was the natural choice as the site has been specially created to accommodate companies that respect the environment. The official opening of the new production site is planned for the end of 2006.

"Landacres perfectly meets our expectations. This is the first landscaped industrial park in Europe to obtain ISO 14001 certification for its environmental management system. ECOVER is a company dedicated to ecological and sustained development. Landacres perfectly matches ECOVER's products and philosophy" comments Clare Allman, UK Marketing Manager.

The ecological factory will cover a surface area of 10,000 m² and will ensure the production of large volumes of five products in rapid rotation. Projected production capacity for 2007 amounts to 18,000 tonnes per year. In 2011 ECOVER forecasts a production capacity of 35,000 tonnes per year. ECOVER is investing more than 10 million euros in this construction project.

The factory will employ more than 30 employees by 2008. A large consideration in the project was to split production between existing factories and the new development. This ensures that social impact will be kept to a minimum and that regional economic stability is ensured. Many of the pioneering features of the original ecological factory in Belgium will be mirrored in the new factory, as well as integrating new components where necessary.

The factory will be built using materials that respect the environment and will be built in order to reduce the environmental impact to a minimum. Like ECOVER's factory in Belgium the building will be crowned with a green roof that supports wild flowers and is an effective and efficient temperature-regulator and noise-dampening insulator throughout the year. The site also claims some of its power from an area of wind turbines, and the factory will be surrounded by plants and saplings indigenous to the area.

"The factory is another fantastic visionary phase in ECOVER's mission to create a fully sustainable business", says Clare Allman.