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ECOVER LAUNCHES NEW ON-PACK OFFER IN TIME FOR SPRING

Ecover, the UK's leading and fastest growing brand of ecological household cleaning products, are launching a new on-pack promotion on March 1st, giving two lucky Ecover customers the chance to have their home professionally spring cleaned from top to bottom, using Ecover products.

A further 1,000 runners up will receive a copy of Ecover's new *Healthy Homes* book. This colourful illustrated guide is crammed full of useful hints and tips on ecological living. *Healthy Homes* clearly explains the impact that each of us plays in using up the earth's resources and gives useful advice on how to take simple steps that will collectively have a positive impact on our environment. The book's foreword has been written by the award-winning ecological journalist Lucy Siegle.

Available for approximately 12 weeks the promotion will feature on 750,000 500ml bottles of Ecover Lemon and Aloe Vera washing-up liquid, and 1litre bottles of Ecover Camomile and Marigold washing-up liquid.

Clare Allman, Marketing Manager for Ecover UK says: "Here at Ecover we like to give something worth-while back to our customers. This on-pack offer will help people to understand how easy it is to be more ecologically sound and shows what a vast difference can be made by making a small decision when shopping. We are very proud of the *Healthy Homes* book and hope that our consumers enjoy it as much as we did writing it. As for the top prize, what could be better than handing over the spring cleaning to the experts?"

Ends

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

Catherine Phillips or Sara Bailey
Bray Leino Public Relations
Tel: 0117 973 1173
Cphillips@brayleino.co.uk / sbailey@brayleino.co.uk

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Notes to Editors

- All of Ecover's packaging is made from polyethylene and polypropylene, which are both 100% recyclable and can be recycled together.
- The product range is not only kinder to the environment, but also kinder to the skin as all products are based on natural plant and mineral ingredients and do not contain optical brighteners. For more information on Ecover see www.ecover.com
- Ecover operates from the world famous Ecological factory and is globally respected as an organisation, which is 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.
- Ecover's new Healthy Homes Booklet is available to order at www.ecover.com
- Ecover's website, www.ecover.com will be re-launching on 17th February, featuring product and brand information and up to date news.