



31<sup>st</sup> May – 3<sup>rd</sup> June 2006

### **Get on your bike with Ecover at the Bath and West Royal County Show**

Ecover is taking up a prominent place within the Bath and West Royal Show's first ever Sustainability Showcase, with their award winning 'Healthy Homes' stand.

The UK's favourite ecological cleaning brand is giving Bath and West visitors the chance to win one of five fantastic bikes made by British, ethical manufacturers Pashley. These beautiful hand crafted bikes will encourage the most ardent car users to travel to work, school or the shops in a more environmentally friendly fashion.

"Sustainability is at the core of everything that Ecover does. We don't just produce cleaning and laundry products that are ecologically sound, the whole ethos of the company is built on sustainable principles," says Clare Allman, marketing manager for Ecover (UK) Ltd.

"For example Ecover staff get paid more if they cycle to work and are encouraged to car share and leave their cars at home, hopefully our competition at this year's Bath and West will encourage more people to do the same,"

Ecover are really excited to be part of this year's Bath and West Royal County Show and are looking forward to showing the thousands of visitors that by taking a few small steps they can have a positive impact on the environment. Ecover's products provide effective sustainable solutions that can be used throughout the home.

The Ecover team are encouraging homes everywhere to start with the washing up and see for themselves that this small step is easy and that there is no compromise to their busy lifestyle. To find out more about Ecover or to find your nearest stockist visit [www.ecover.com](http://www.ecover.com)

**Ecover was recently voted the Most Socially Responsible Brand in a Readers Digest survey\*. Ecover Laundry powders received a maximum 5 out of 5, beating other well known, international ethical organisations.**

**Ends**

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**Notes to Editors**

- 12<sup>th</sup> April 2006 edition of Marketing magazine
- To find out more about the Bath and West Royal County Show visit [www.bathandwest.com](http://www.bathandwest.com)
- To find out more about Pashley Cycles visit [www.pashley.co.uk/](http://www.pashley.co.uk/)
- All of Ecover's plastic bottles are 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](http://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.