



Get an Even More Effective & Ecological Clean in Your Washing Machine

Some prefer a clean slate; here at Ecover we prefer a clean tea towel. As the UK's favourite manufacturer of ecological cleaning products we pride ourselves on being innovative, pushing boundaries and driving change. We are therefore incredibly proud to be launching the next generation of Ecover laundry products in September 2006.

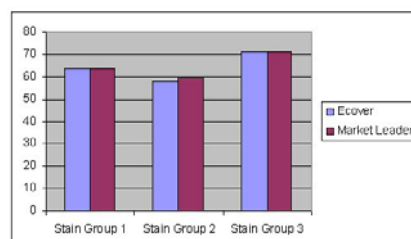
Ecover pioneered ecological cleaning products in the UK, and as such we know that it's our responsibility to continue to be pioneering in the ecological and ethical field. We are continuously evaluating the quality of our products, and finding new ways to make our products more effective and easy-to-use.



Ecover's entire range of laundry liquids and powders has been put under the microscope and after two years in development is now one of the most effective and sustainable cleaning products available in the world. The whole range features ground-breaking new ingredients, fantastic cleaning power and increased solubility. The key change in the formulae is a brand new surfactant (the bit that does all the hard work*), so new in fact that Ecover is the only manufacturer in the world to be using it!

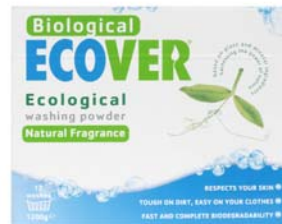
The hero of our new range is Ecover's integrated Non-Bio Washing Powder. We have spent two years developing the new powder at Ecover's unique ecological factory, and are absolutely delighted with the results. We know you will be too.

Our new Non-Bio Washing Powder now works so well on your washing that the Good Housekeeping Institute has approved it. Good Housekeeping tests have shown that the new product is just as good as the leading brand in the UK!



Results for Ecover's Non-Bio Integrated Formulae (Ecover R&D test results)

The ingredients are still based on natural plant and mineral ingredients, and we still refuse to use optical brighteners (not-very-nice ingredients that other companies like to use to make your clothes look cleaner than they actually are). Our new Non-Bio Washing Powder still biodegrades quickly and completely, resulting in minimum negative impact on the environment. Tests have shown that it is up to three-times less toxic to aquatic life than conventional brands.



Andrew Simms, policy director at New Economics Foundation says "Life is a dirty business, but in cleaning up after ourselves, it's good to ensure we don't accidentally make things worse. To guarantee that the solution isn't worse than the mess it's sorting out, Ecover have spent years working on the most environmentally friendly alternatives to the standard chemical cleaners used in homes and offices. It's one thing to meet the legal requirements for a safe product, it's quite another to show environmental leadership to a powerful and often complacent chemical industry."

We hope you like the new products and agree with us that they are much better at cleaning the things you love, without damaging your environment.

DID YOU KNOW?

Every litre of non-ecological washing powder Britain uses takes 20,000 litres of water to treat it until it can re-enter our water system safely.

Ecover have included one of our organic cotton tea towels with your sample of new Non-Bio Washing Powder. Please use the tea towel, try the product out, and let us know what you think by emailing ecoverpr@brayleino.co.uk

Ecover's tea towels are available to use for competitions and giveaways, please contact bcross@brayleino.co.uk to discuss

For further press information, images, competitions, interviews or product samples please contact:
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Notes to Editors

- The new ingredient is derived from plant ingredients grown in continental Europe; therefore the distance ingredients have to travel to the Ecover factory in Belgium is reduced.
- The main difference between a Biological and a Non-Biological laundry product is that a non-biological product doesn't contain enzymes. To increase the performance of conventional washing powder oxygen bleach is added which helps in the removal of stains such as grass. However not all stains are bleachable and therefore enzymes are also added to produce *biological* laundry products which are better at removing fatty or protein based stains such as blood and egg.
- All Ecover's plastic bottles are made from polyethylene and polypropylene, which are both 100% recyclable and can be recycled together. Our cardboard boxes are made from recycled cardboard. Our laundry boxes are made from 97% recycled cardboard.
- 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.
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