



Give your car the green treatment with an eco car clean

Ecover, the pioneers of ecological cleaning, understand that we are all looking for simple ways to live more sustainably, be it eating organic food or recycling. But here's something new, Ecover has launched an ecological car cleaning range so now you can give your car the green treatment too.

The range comprises an interior and exterior cleaning product so you can eco clean your whole car from the outside in, be it a Prius or a Peugeot. Ecover Wash and Wax has been formulated to clean and protect your bodywork, and to add extra shine to your windows and dashboard try Ecover Glass and Interior Cleaner.

Both products are based on natural plant and mineral ingredients so when you rinse away all they will biodegrade quickly and completely leaving nothing behind to damage your garden environment.

With many of us looking for ways to save on natural resources why not turn back the clock and return to that classic Sunday morning job of cleaning your car yourself? It's a good excuse to get out of the house, and with these simple tips from Ecover you can earn some eco-brownie points too.

Top tips for an ecological car clean

- Less is more, only clean your car when absolutely necessary, once a month should suffice – cars are modes of transport, not works of art!
- Connect a water butt to your roof drain to catch water when it rains, use this to wash your car and water the garden. Look in your local garden centre for water butts that plumb neatly in to your drain pipes
- By handwashing your car you can customize your clean and concentrate on the specific areas that need a good scrub
- Don't forget your bikes, trailers and caravans – all would love an eco-clean too

Ecover's new car products will be available in Asda from January. The Ecover Wash and Wax RRP £2.99, the Ecover Car Glass and Interior Cleaner, RRP £2.99.

Distribution will extend to the Co-op in April and Ecover's health food trade network.

Ends

For further press information please contact:

Kat Forse or Becky Cross
Bray Leino Public Relations

Tel: 0117 973 1173

Fax: 0117 946 6664

Email: kforse@brayleino.co.uk / bcross@brayleino.co.uk

Notes to Editors

- Ecover operates from its world famous ecological factories in Belgium and France 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 Belgium factory has been awarded the title of "Sustainable Enterprise" from the Flemish Public Waste Association (OVAM) for operating in a socially and environmentally responsible manner
- 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 Ecover products are based on natural plant and mineral ingredients and do not contain optical brighteners. For more information on Ecover see www.ecover.com