



TV's favourite cleaning guru pops open Ecover's biggest ever bottle at East of England Show

Stephanie Meadows, of BBC's 'Houses Behaving Badly', formally launched Ecover's exciting new look exhibition stand on Friday 16th June at the Peterborough based show.

Ecover is the UK's favourite ecological cleaning range and is taking its 'small steps...big difference' campaign to the East of England show between 16th and 18th June 2006. The stand has been created from a 1950's caravan that has been redesigned to represent a giant Ecover washing up bottle!

"The new stand looks amazing and provides an exciting and fun opportunity to help explain to the show's visitors about Ecover's philosophies, and encourage people to become more ecological at home," says Clare Allman, Marketing Manager for Ecover UK.

The giant Ecover washing up bottle features an interactive display that demonstrates how important it is to consider cleaning as part of an ecological lifestyle. A ball pool runs out of the bottle's lid, so the younger show visitors can be entertained whilst parents and guardians read up on how cleaning in the home can impact the environment!

The mobile washing up liquid bottle will go on to appear at other shows across the UK throughout the year.

"In everything that we do at Ecover we consider the environmental and ecological impact. As a company we have built a reputation on the depth of our environmental and ecological behaviour. We don't just make ecological products we ensure that the entire company runs in a sustainable and responsible manner. We have recycled the caravan and even made sure that the vehicle that delivered it to the show ground ran on 'green' fuel," Clare continues.

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The ecological cleaning products that Ecover produce provide effective and sustainable solutions for washing up, household cleaning and laundry – making it possible for everyone to have a healthier home.

The Ecover team and the giant bottle will be going on to attend the Cheshire County Show from June 20th, Fruitstock in Gloucester Green, Regent's Park, London on 5th and 6th August, the Midland's Town and Country Festival from August 26th, Bristol Organic Food Festival from September 2nd, the Newbury County Show from September 16th and Glasgow Organic Food Festival from November 4th 2006.

ENDS

For further press information or if you would like to find out more about specific events that Ecover are attending please contact:

Emma Drury
Bray Leino Public Relations
Tel: 0117 973 1173
Fax: 0117 946 6664
Email: edrury@brayleino.co.uk

Notes to Editors

- 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
- 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 Healthy Homes Booklet is a valuable resource tool, informing and equipping consumers on how to take simple steps to being more ecological around the home. It is available to order at www.ecover.com