

ECOVER®

Effective Cleaning - Ecologically



Ecological factory in Malle, Belgium

OUR HISTORY: Ecover started 25 years ago as a small soap company in Northern Belgium. Since then, we have evolved into an international leader in the development and production of environmentally sustainable laundry, dishwashing and general household cleaning products.

OUR MISSION: Our mission is to provide effective, sustainable solutions for the hygienic needs of mankind. Our goal is to provide an alternative solution to conventional cleaning products by using safe ingredients at a minimal cost to the environment. We have successfully developed a full line of plant-based cleaners that can go head-to-head with conventional petrochemical-based products without compromising quality or the environment.

In addition, our products are ideal for use in tandem with other, sometimes difficult to accommodate, home necessities, like front-loading washing machines and septic tanks. And since all of our products biodegrade quickly and completely, there is no need to worry about nasty residues. In fact, many of our employees, as well as consumers, find Ecover the best brand to use when gray-watering; imagine a product so ecologically sound, you can use the water left from your wash cycles to water your plants after allowing it to rest for just three days! This means a safer alternative for products entering water systems. Since there are no harmful phosphates present, Ecover represents a sound way to clean without making a mess of rivers and streams.

OUR COMMITMENT: In our commitment to the environment, Ecover developed the world's first ecological factory, featuring a green roof for insulation, wood from sustainable forests, our own water filtration system and bricks from coal mine waste. Because it is an energy-efficient and nearly emission-free production facility, it represents the merging of technology with the ideas and philosophies of people who care about ecology and the environment.

Ethics is a big part of our business. From start to finish, Ecover does its best to protect the little guy. We do not use animal testing on our products and all but one (The Herbal (Chamomile and Marigold) Dish Liquid contains milk whey.) make the Vegan Society's list.

Ecover was awarded the Corporate Conscience Award from the Council of Economic Priorities, a non-profit research organization that rates companies on their social responsibility. We invest heavily in the research of clean alternative ingredients for our products. In addition, we are proud of our ability to combine commerce with conscience. From automatic dishwasher tablets to heavy duty hand cleaners, laundry liquid to glass and surface cleaner, delicate wash to fabric softener, Ecover has created a full line of non-toxic, environmentally friendly cleaning products safe for you, your home and the planet.



CONTACT: For more information about our factories, our company or for visuals, please contact Kipling Rutherford-Sameshima at 800 449 4925 or rutherford.kipling@ecover.com.