



## **ECOVER CONFIRMED AS FICO WORLD CHAMPION BRAND**

Ecover, the environmental cleaning products company, was announced as the FICO World Champion brand, in a ceremony at the Schrodgers London Boat Show in London earlier this afternoon.

Ecover, has given unfaltering support to FICO World Champion, Mike Golding, over the past five years and their partnership has resulted in this international accolade.

Ecover first started working with Mike in the build-up to his 2000 Vendee Globe campaign some five years ago. The association has been instrumental in leveraging brand exposure within the competitive cleaning products market.

"We are delighted to receive this World Champion title along with Mike and his team. He is not only a world-class sailor but is also a great ambassador for our company. The synergy between us is clear – we both use the power of nature to excel in our disciplines, while also being at the forefront of technology. Ecover the brand and ECOVER the boat, both send the same message about the environment and performance," commented Mick Bremans, Ecover's Managing Director.

In addition to collecting his World Championship title, Mike Golding will also be collecting to World Speed Records for his performance onboard ECOVER in the 2004-2005 Vendee Globe. He holds the world title for fastest crossing, cape to cape, of the Indian and South Pacific Oceans.

Ecover is also proud that Mike has been made an Ambassador to The Green Blue, an exciting new environmental awareness initiative by the British Marine Federation and the Royal Yachting Association. Its aim is to promote the sustainable use of coastal and inland waters by boating and watersports participants, and the sustainable operation and development of the recreational boating industry.

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