

## Long established Cleenol announces launch of two new ranges at Interclean

4 years ago



One of the UK's longest established manufacturers and suppliers of quality cleaning and hygiene products is unveiling two brand new ranges at Interclean – the world's largest international trade show for the cleaning industry – next month.

Fourth generation family owned Cleenol has announced it is launching a new range of luxury hand washes at the Amsterdam show under the Ast & Greaves brand as well as edencleen, which has been created to reflect the firm's mission to play its part in the creation of a 'cleaner and safer world'.

Ast & Greaves's branding features a bold design and classically shaped packaging which helps it stand out in a washroom setting. Available free standing or with a mount for ease of use and security, the range comprises two stunning fragrances: Jasmine and Apple Blossom and Black Pepper and Ginseng. Both fragrances are formulated with high quality perfumes, mild surfactants and moisturising agents.

The edencleen range covers 80 per cent of essential daily cleaning tasks and features a washroom cleaner, toilet gel cleaner, urinal deodoriser, an all-purpose surface sanitiser, a degreaser, a washing up liquid, no rinse floor degreaser, a window cleaner, a laundry detergent and a fabric softener.

The edencleen brand was conceived after extensive customer and staff feedback, while the range's colourless liquid and zero fragrance are intended to convey a transparency and straightforwardness of approach which will be the hallmark of all the brand's products and services.

Cleenol – which is based in Banbury, Oxfordshire – has also established a strong reputation for its Lift and British Nova brands, Evolution super concentrates and for its ability to produce high quality private label products.

Also an exporter to more than 40 countries, Cleenol boasts a varied client portfolio including local authorities, Government departments and appointed distributors throughout the UK and worldwide, as well as wholesalers and stockists in a range of marketplaces. The sectors it supplies to include cleaning and FM, hospitality, laundry, hotels and housekeeping, manufacturing, construction and flooring contractors, automotive and transport, tourism and leisure, education, healthcare and hairdressing.

Sam Greaves, MD and owner of Cleenol Group, said: "We are excited at Cleenol to be back at Interclean, after a very challenging period for everyone, but a time that has shown the importance of the cleaning and hygiene market, and especially personal hygiene. It has also seen massively increased focus on the conditions of the environment, with the latest global event held in Scotland in 2021 at COP26.

"This is why for this show, Cleenol is proud to announce the launch of two brand new ranges to its portfolio that covers both areas, and which are part of a much wider reaching refresh that the company is going through as it heads into its 75<sup>th</sup> year of operation".