

## Cleenol launches edenclean range

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One of the UIK's longest established manufacturers and suppliers of quality cleaning and hygiene products has officially launched its edenclean range.

Fourth generation family owned Cleenol Group has created edenclean to reflect its mission to play its part in the creation of a 'cleaner and safer world'.

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

edenclean products have been developed around a number of stringent principles and ingredients including RSPO (The Round Table on Sustainable Palm Oil) certified palm oil derivatives, no animal derived products, cruelty free and minimal petrochemical derived products.

The products are also VOC (Volatile Organic Compounds) free and phosphate, with recyclable / recycled packaging, 100% bio-based surfactant – made by using bio-based ethylene oxide, which is manufactured from biomass ethanol, Bioethanol, naturally derived acids, sugar-based surfactants, bio-based solvents and low impact preservatives.

Combining carefully formulated products with appropriate packaging, and by using recycled material or recyclable componentry, the range's mostly colourless liquid and low fragrance usage are designed to convey a transparency and straightforwardness of Cleenol's approach. This will be a vital hallmark of all edenclean products and associated services.

Careful use of enzymatic formulations – and more traditional chemistry – brings a portfolio of products that is finely attuned to delivering effective cleaning which, when used as instructed, helps maintain a neutral

environmental impact.

Welcoming edencleen's launch, Sam Greaves, MD and Owner of Cleenol, said: "edencleen's new range represents just the start to a fully refreshed solution to meet the most demanding of customer expectations.

"Over the course of our history, Cleenol has always produced products that offer a perfect balance between cleaning performance and efficiency with an attention to reducing the environmental impact that our products may carry.

"edencleen has been designed to reflect in part our vision for a cleaner, safer world that touches not only the environmental aspects of sustainability, but also has an aim and social ambition to leave the planet in the safe care of future generations".

Mr Greaves added: "Our formulation development has always aimed at delivering the optimal performance both in efficiency and environmental impact – this is what we call the principle of the 'Right Dose'".

Cleenol – which is based in Banbury, Oxon – has a history of guardianship of the environment as evidenced by a ISO1401 environmental certification held for many years, as well as its robust Environmental Management System.

It 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.