

Strategic acquisition expands EcoTech offering

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Coventry-based specialist cleaning product manufacturer [EcoTech \(Europe\)](#) has announced a key strategic acquisition which is set to substantially expand the company's range and offering to its UK-wide customer base.

EcoTech has acquired the assets and intellectual property of [Home Valet Company](#), an established pioneer in the development of innovative, ergonomically designed cleaning products.

Home Valet's range extends from dusters to natural cleaning fluids for a variety of applications, as well as user-friendly brooms and brushes made from the latest materials to optimise cleaning performance.

The Home Valet range is ideally suited to both domestic and commercial use, meaning it ideally complements EcoTech's acclaimed ranges of cloths and wipes manufactured at its Coventry base.

Andy Gregory, managing director at EcoTech (Europe) Ltd, explained: "Development at EcoTech continue to gather pace as we continually seek ways to optimise our offering to meet the needs of our nationwide network of distributors, and the customers they service across commercial cleaning, janitorial, healthcare and industrial sectors.

"The acquisition of the Home Valet business is a further step towards our goal of delivering a complete cleaning and janitorial offering comprising high-quality, reliable cleaning solutions at a highly competitive price point.

"At the same time we are working towards best practice in sustainability to meet customer aspirations in this area and comply with ever-tightening legislation and regulation."

