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Double Success for Green Cleaning Company

Deeply Clean signs contract as it prepares to launch brand new pet range

ECO-SMART manufacturer Deeply Clean is celebrating double success after signing a new contract and expanding into the lucrative pet market.

The North Yorkshire company, which specialises in environmentally-friendly cleaning materials, has just signed a contract with Tesco-owned Dobbies, one of the UK's largest chains of garden centres, with 24 stores nationwide.

It will supply Dobbies stores with a range of 'green' cleaning cloths, pads and mitts for around the home. The products will sit within Dobbies 'Eco Living' department.

The contract, which strengthens Deeply Clean's position in the domestic cleaning market, comes as the Stokesley-based company prepares to launch its new collection of dog grooming and pet cleaning products.

It will showcase its range of dog washing mitts, microfibre drying towels, fish tank and pet bowl cleaning pads at this year's Glee PetIndex exhibition at Birmingham's NEC – one of the largest pet trade shows in Europe.

Deeply Clean managing director David Bowman said: "Glee provides the perfect platform to get people within the industry to see, feel and learn about our exciting new range.

"We've been supplying eco-products to the domestic cleaning market for a number of years and so applied our knowledge to create a pet range that is fun, effective and different.

"We've had some very encouraging feedback about the products, their design and packaging, and hope the exhibition will lead to a number of contract wins."

Deeply Clean specialises in chemical-free cleaning solutions and supplies to customers including Sainsbury's, Oxfam (new shop) and Lakeland.

Its patented macrofibre cloths, pads and mitts work with water alone to lift stubborn stains and ingrained dirt from almost any surface, while its ultramicrofibre cloths and towels are super-absorbent for fast drying.

For more information visit www.deeplyclean.com or email info@deeplyclean.com

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Notes to editors:

Glee will run from Sunday, September 21 until Tuesday, September 23. More information is available at www.bleebirmingham.com.

Deeply Clean is the brand name for Ecological Cleaning Options Ltd (ECO).

All macrofibre products are made from 100% recycled material. ECO's policy is to use materials that have been recycled or are from sustainable sources and, so far as possible, biodegradable.

Products in the Deeply Clean home cleaning range include Kitchen and Bathroom packs, Bath & Shower Pads, Handy Mitts, All Purpose and Ultra-Gleam cloths, and wheelie bin cleaners.

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