

**December 2008**

### **NEW DEEPLY CLEAN WEBSITE LAUNCHES**

DEEPLY Clean has launched a fresh new website as its range of environmentally-friendly cleaning products continues to expand into new markets.

The new look site has been created to allow eco-savvy consumers the chance to explore the many applications of **macrofibre** and learn how this unique material works to deep clean *without* the need for chemicals.

The launch of [www.deeplyclean.com](http://www.deeplyclean.com) forms part of a two-phase process that will see Deeply Clean open its own online shop in early 2009.

Ecological Cleaning Options Ltd, the company behind the Deeply Clean brand, has worked with Harrogate-based web design agency 9XB and Tim Bevin-Nicholls, of Message Design & Communications, to develop the new site.

David Bowman, managing director of ECO Ltd, said: “Deeply Clean has come a long way over the past 12 months and we felt our old site didn’t do justice to our brand or growing product range.

“We specialise in chemical-free cleaning solutions for the home, but have worked hard to develop new product lines for different sectors, such as DIY and pet, and it was time to pull everything together on one informative, accessible and attractive site.”

The revamped website features information on all Deeply Clean product ranges, including household & garden, pet, DIY, auto and personal care. It also gives an insight into the company’s history and explains what makes its patented macrofibre material so special.

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