

June 2008

Cleaning – the way nature intended

MILLIONS of pounds are spend every year in Britain on many different domestic cleaning products, but as a nation were are quickly becoming aware of the damage these chemicals and sprays are doing to our environment.

Demand for eco-friendly cleaning materials is growing by the day and consumers are increasingly opting for “green” products in favour of potentially harmful bleaches, gels, creams and mousses.

One chemical-free product range revolutionising the cleaning market is Deeply Clean, which uses patented **Macrofibres** to lift dirt and grime from all kinds of surfaces throughout the home using nature’s purest solution – water.

The Deeply Clean three-step system takes cleaning back to basics, using advanced technology to propel the traditional method of cleanse and rinse, dry and shine into the 21st century.

The technical bit:

Unlike standard cleaning cloths that simply skim the surfaces and move dirt around, Deeply Clean’s **Macrofibres**, made from 100 percent recycled material, clean deep into every crevice and groove and lift ingrained dirt into their fibres with the aid of just cold water. The dirt clings to the non-abrasive material and can then be easily rinsed away, leaving surfaces hygienically clean.

Our super-absorbent **Ultramicrofibre drying cloth** quickly soaks up any remaining water and is also great for light cleaning and dusting, while our luxury **Ultramicrofibre finishing cloth** shines to a spotless, smear-free finish.

The cloths, which are all machine washable and come with a 12-month guarantee, are currently sold through Sainsbury’s, Oxfam and Lakeland. More information is available at www.deeplyclean.com

ENDS

Notes to editors:

Deeply Clean's microfibre pads and mitt are chemical-free cleaning products made from 100 per cent recycled material. Our policy is to use materials that have been recycled or are from sustainable sources and, so far as possible, biodegradable.

Other products in the Deeply Clean range include bathroom and kitchen packs, individual mitts and pads, and "Wheely Clean" wheelie bin cleaners.

Product shots available on request.

Press contact:

Kate Stanley

Tel: 01642 711133

Ecological Cleaning Options

www.deeplyclean.co.uk