

ECOZONE INTRODUCE NEW NATURAL BASED APPLIANCE CLEANERS

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Ecozone, the innovative eco cleaning products company, has introduced a brand new Washing Machine & Dishwasher cleaner and Kettle & Iron descaler to its cleaning range. The new appliance cleaners have been specially formulated to clean and freshen appliances naturally. **Ecozone** is the first eco-friendly company to enter the market with natural appliances cleaners without the use of harsh and often toxic chemicals.

The Washing Machine and Dishwasher cleaner (RRP £3.49) works by removing limescale and detergent deposits that have built up over time, helping machines function at optimum level, thus helping to avoid expensive call out charges and repair bills. **Ecozone's** safe, eco-friendly formulation cleans right inside the appliance, leaving a clean and odour-free machine. The pack comes with 6 applications of the easy to use non-toxic formula.

The Kettle & Iron Descaler (RRP £2.49) has been specially formulated to effectively remove limescale deposits without toxic chemicals. By descaling regularly, appliances work more effectively and can often reduce electricity costs. Offering three applications in each pack, it's an economical and eco-friendly way to keep appliances working. Suitable for both Kettles and Irons, the natural formula helps appliances to function better and prevent the problems associated with limescale buildup.

As with all the **Ecozone** products, the appliance cleaners have no phosphates, thus minimum aquatic toxicity and are biodegradable.

"We have created eco appliance cleaners to encourage people to maintain their appliances in an eco-friendly way without the use of harsh toxic chemicals. In regards to appliance cleaning products we definitely saw a gap in the market, and we know protecting appliances to last longer and run more effectively will save energy. Previously customers were presented with harsh toxic chemical descalers and have now been given a greener choice," says Simeon Van der Molen, Managing Director of **Ecozone** Ltd.

"At **Ecozone** we are constantly trying to help consumers understand that appliances cost less to run and last longer if they are looked after efficiently."

Ecozone's product portfolio includes a full range of washing and drying consumables, cleaning products and other quirky and innovative household gadgets. All **Ecozone** products are environmentally friendly, save time, money and energy and help make recycling quick and easy.

Ecozone products are available at John Lewis, Wholefoods, Oxfam, Amazon UK, Comet, Curry's, Dixons, House of Bath, Lakeland, The National Trust, Ocado, QVC and Scotts of Stow.

Ecozone is an international company that designs and produces ecological cleaning products, energy saving products and gadgets. Originally founded in 1997 in England, **Ecozone** has been a trendsetter from the start, marketing high-quality, utilitarian products to a broad consumer base.

