

LOCAL MANUFACTURER GOES FROM STRENGTH TO STRENGTH WITH TESCO LISTING



West Malling based firm ecoegg continues its assault on the UK detergent market with a listing in the UK's biggest supermarket retailer. Ecoegg's laundry egg product is now available in Tesco stores nationwide.

The Tesco listing is a huge step forward towards Ecoegg's mission - to shake up the detergent market with its eco-friendly range of innovative cleaning products which also save consumers money.

Maidstone-based Ecoegg co-founder Rob Knight, 34, says: "The launch of laundry egg in Tesco is the result of five years' hard work and determination by our amazing ecoegg team, invaluable assisted by many friends, family and colleagues along the way.

"It's all part of our vision to prevent millions of tonnes of detergent polluting our water system each year, helping sufferers of sensitive skin and allergies and saving families lots of money on their laundry into the bargain.

“That’s an ambitious vision – but now we have the help of the UK’s biggest retailer, we are well on the way,” says Rob.

Ecoegg moved its manufacturing base from China back to the UK last year, creating a number of jobs in the process.

The ecoegg laundry egg – eco friendly and value for money

Endorsed by celebrity Queen of Clean Kim Woodburn, the laundry egg is the core product in the ecoegg range. The product contains two cleaning pellets which work together to give a powerful clean, eliminating the need for detergent.

Priced at £7, the laundry egg lasts for up to 54 washes - approximately 3 months worth of washing for the average family. The cost per wash is less than 13p, compared to about 25p for branded detergents.

Containing no harsh chemicals, the ecoegg laundry egg is ideal for consumers with sensitive skin or allergies to washing powders. The product is supported by Allergy UK and the National Eczema Society.

Ecoegg was invented in 2009 by entrepreneurs Rob Knight and Dawn White after Dawn was unable to find washing products which did not aggravate her sensitive skin condition and the pair realized there was a gap in the market.