



RECYCLED PLASTIC IS FANTASTIC WITH ECOFORCE

The UK produces 20 times more plastic today than 50 years ago - 5 million tonnes every year and recycles approximately 19% of it.*

Recycling is growing fast – UK shops have successfully cut plastic bag usage to 5.4 billion per year, down from 17.5 billion in 2003! Around one million tonnes of domestic plastics, that's about 45 billion individual items - are disposed of every year in the UK. This represents at least 9% of household waste by weight*. Plastics can take over 400 years to break down in landfill but recycling just one plastic bottle saves enough energy to power a 60w light bulb for six hours. Plastic bags and other plastic rubbish thrown into the ocean kill over one million sea creatures per year globally. Almost all types of plastic are recyclable and the benefits are many, ie:

- less plastic goes to landfill
- less oil used for plastic production thus conserving a non-renewable fossil fuel
- less energy is consumed
- less emissions of carbon dioxide

Awareness of environmental issues is growing at a healthy lick and we can help by choosing to buy household products made from sustainable, ethical sources, for example **EcoForce** is a



range of everyday, practical eco products made from recycled materials that are greener, more sustainable and more environmentally friendly than alternatives made from virgin materials. The range comprises **EcoForce Recycled Clothes Pegs (RSP: £1.50)**, **EcoForce Recycled Food Bag Grips (RSP: £1.50)**, **EcoForce Recycled Scourers (RSP: 99p)**, **Sponges (RSP: 99p)**, **Cloths (£1.19)** and **Dusters (99p)** and they can be found in most supermarkets nationwide.

Reduce carbon emissions by limiting tumble dryer usage and instead hang out your washing to dry using **EcoForce** Recycled Clothes Pegs. Strong and durable **EcoForce's** Clothes Pegs are made from 93% recycled plastic and contain no metal parts to rust or wood to stain clothes. They are made from a revolutionary moulding process meaning that there are no springs or separate parts to fly off and cause injury (there were over 400 hospital cases related specifically to conventional clothes pegs in the UK last year).

EcoForce's UK made award-winning products do not compromise on quality or price and offer an ethical, 'greener' choice when it comes to buying everyday household products.

Daniel Neumann of **EcoForce** explains: "It seems ludicrous that so many general everyday items are manufactured from virgin materials at great cost to our environment when in so many instance it is entirely unnecessary. At **EcoForce** we are dedicated to supplying a range of affordable, usable everyday products that work and are manufactured from recycled materials to help you run a greener home without it costing the earth."

EcoForce is a privately owned family business and has been producing in the UK since 1968. Specialising in the design, manufacture and distribution of household products everything it manufactures is created to make life easier and it takes pride in its innovation, environmental integrity and that fact its products work well. The mission of the **EcoForce** team is to provide



practical and effective household products made from recycled materials – items that cost little but offer a greener alternative to what is currently on the shelves.

*WRAP

www.ecoforce.co.uk

Available now from Tesco, Sainsburys & Morrisons stores nationwide.

If you require any further information, samples or visuals then please contact Lotte Peplow at Peplow PR lotte@peplowpr.com 020 8241 6140 – 07973 698 414