



## The Brand



### Launched to make a difference

The statistics relating to the waste our society produces are staggering.

The reality however is that few of us can afford wind turbines in our back gardens, but we can choose to buy every day household products more ethically, if given the choice.

With **EcoForce 93% Recycled Clothes Pegs & 93% Recycled Food Bag Grips** in supermarkets across the UK, and numerous practical household products following throughout 2010, **EcoForce** is here to help you make more sustainable purchases of those every day necessities.

**EcoForce** manufactures and supplies eco products that work – every day items made from recycled materials.

These are **greener, more sustainable, more environmentally friendly** than the alternatives currently available made from virgin materials.

Not a day goes by in the western world without repeated reference to our environment and the effect we have on it.

Whatever our own thoughts, it is clear that the world is changing fast and whether we believe the news confronting us every day or not, there are some things that just make sense.

As people we make a lot of waste. If we can make something useful from that mess it must be a good thing. So if we can buy something that is **greener, more sustainable, more environmentally**

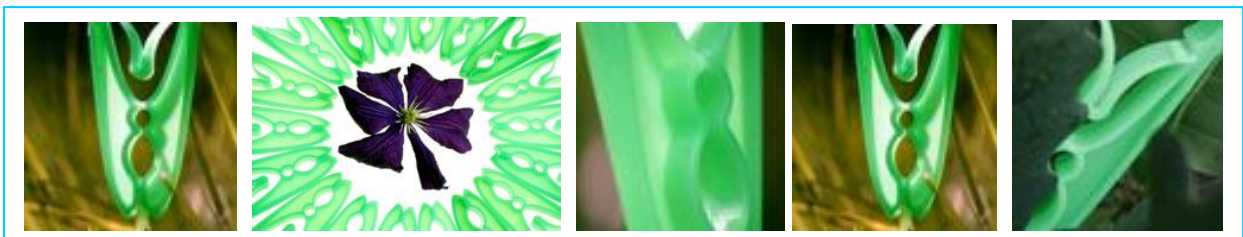


**friendly** than the alternative, without compromising on quality or price, then surely there is no choice. **EcoForce** is here to provide a sensible choice when it comes to buying every day products.

**Daniel Neumann - EcoForce** explains

*"We are dedicated to bringing a range of affordable, usable everyday items manufactured from recycled materials to the general public. It makes no sense to me that so many products are manufactured from virgin materials, at great cost to our environment, when in so many instances it is entirely unnecessary. We recognise our ability and responsibility as manufacturers to do something about the pressure on consumers to think and behave in a "greener" way."*

*"With an expanding range of products made from recycled materials, **EcoForce** offer "greener", more sustainable everyday items."*



**EcoForce** is a privately owned family business and have been producing in the UK since 1968. Specialising in the design, manufacture, and distribution of household products everything they manufacture is created to make life easier and they take pride in themselves for their innovation, environmental integrity and fact that what they make works and works well.

So many general day to day items could be made from recycled materials and this is the mission of the **EcoForce** team. **EcoForce** aim to provide practical and effective household products made from recycled materials. Items that cost little but that are part of our day to day lives and a "greener" alternative to what is currently there on the shelves.

**[www.ecoforce.co.uk](http://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](mailto:lotte@peplowpr.com) 020 8241 6140 – 07973 698 414

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