

# e-cloth<sup>®</sup>

perfect cleaning with just water



**Brochure**



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# In The Beginning

Our aim;

**“To supply the most effective and the most environmentally friendly cleaning system available”**

- Founded in 1995, **e-cloth** is now the UK's No.1 Chemical Free Cleaning Brand
- The innovative **e-cloth** cleaning system, cleans without chemicals, using just water
- **e-cloth** products provide exceptional cleaning. In addition they offer significant cost and time savings versus ordinary cleaning, plus real health and environmental benefits

## **e-cloth** fact...

**e-cloths** remove over **99%** of bacteria from all hard surfaces



# Unique Talent

## e-cloth benefits

- Clean better than chemicals, without chemicals
- Remove thick grease and dirt from all hard surfaces, using just water
- Remove over 99% of bacteria from all hard surfaces
- Leave no chemical residue, so surfaces are left spotless and stay clean for longer
- Can reduce the use of household chemicals by up to 90%
- Exceptional performance on stainless steel, glass and chrome
- Guaranteed for 300 washes
  - Nearly 6 years with weekly washing
- Significantly reduce cleaning time
  - Just wet and wipe
- Significantly reduce cleaning costs
  - No chemicals to buy
  - Cloths last for years
- Safer for your family, better for the environment
- Ideal for allergy sufferers – endorsed by Allergy UK
- Performance endorsed by major kitchen and bathroom manufacturers



**e-cloth** is recommended and endorsed by:

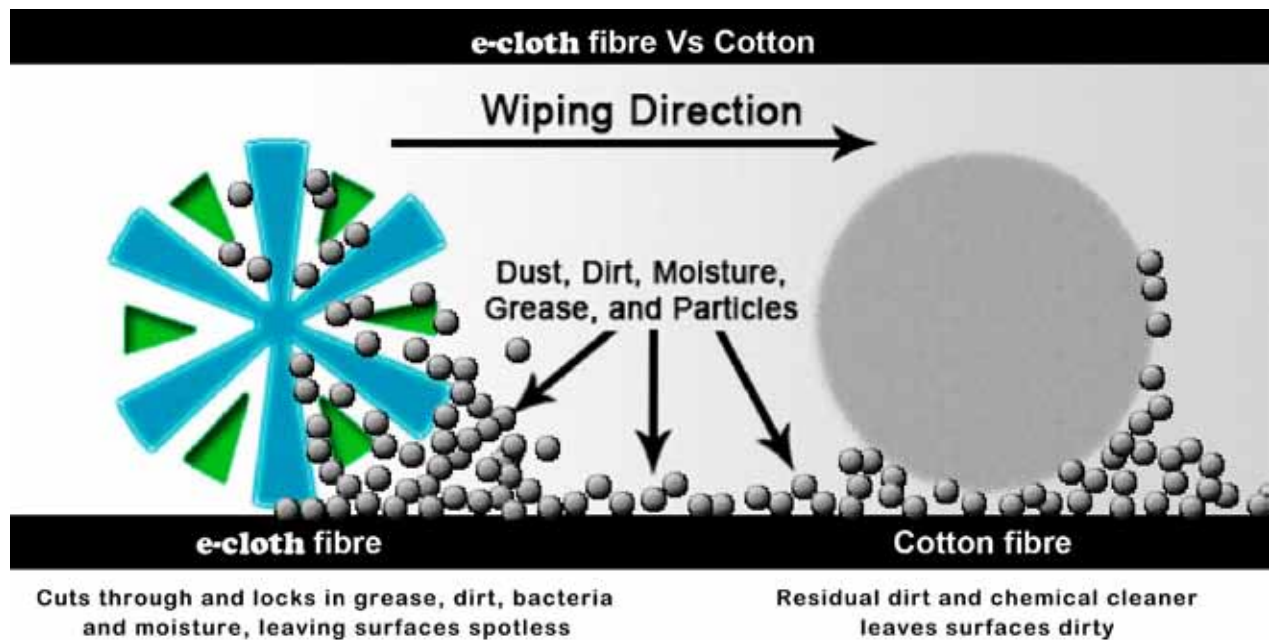


# Extraordinary Cleaning

Unlike ordinary cloths, **e-cloth** fibres are designed to provide maximum cleaning power. Chiefly made from polyester and polyamide, the tiny **e-cloth** fibres are 1,000 times finer than cotton. In production, every fibre is split into 16 fibre filaments, each of which is processed to give perfect cleaning and polishing performance.

These filaments are so small and strong, they clean deep down into the tiniest grooves and crevices, using just water. Grease and dirt is quickly and easily removed and locked away deep inside the fibres until the cloths are rinsed or washed.

Now scientific research carried out by the world renowned Silliker Group, has proven that **e-cloths** also remove over 99% of bacteria.



- Grease, dirt and bacteria are drawn into the fibres by capillary action
- Dirt and bacteria remain locked into the fibres until released during washing
- Surfaces are cleaned so effectively that there is nowhere left for bacteria to grow
- Surfaces are left totally smear and lint free
- **e-cloths** rapidly absorb 7 times their weight in water

# Scientifically Proven

**2007**

Sheffield Hallam University  
Biomedical Research Centre

"Independent tests have shown that **e-cloths** are highly efficient at removing bacteria, including E-coli, from domestic surfaces, and are particularly effective on glass and steel".

"Tests have shown that unlike ordinary cleaning cloths, **e-cloths** do not support the growth of bacteria".



**2010**

Silliker Research  
France

"Tests prove **e-cloths** remove over 99% of bacteria including E-coli and Listeria, from hard surfaces using only water."

"After just a quick rinse, the rate of bacteria transfer from one surface to another is only 0.01%".

## **e-cloth** fact...

By using **e-cloths**, you can reduce the use of household chemicals by up to 90%.



# Vote Winner



Winner of Good Housekeeping Awards every year for the past 3 years...

2009 - Green Living Award

2008 - Household Timesaver

2007 - Green Product of the Year



"The best new product I have found ... I'm surprised that manufacturers of household chemicals haven't tried to get them banned"

**Telegraph**

"Exceptional at cleaning and essential for modern living"

**SCIENCE MUSEUM**

"Best in test - 5 stars"

**Ideahome**

"This is a completely new way of tackling grime that's kinder to the environment and easier on your purse... It cleans exceptionally well and is the best option for the environment"





# Ready To Go

## Good looking and environmentally responsible

- Fully recyclable 'boutique bag' style cardboard packs
- Cloths wrapped around inner card, detailing usage and care instructions
- Most products available in easy-to-use Shelf Ready Packaging (SRP) which can also be fully recycled



Single Product  
Pack



Twin Product  
Pack



Multiproduct  
Pack



Single Product  
SRP



Twin Product  
SRP



POS  
Box

# Stunning Display

## Video Display Stand

- 15" (approx) flat screen TV with integral DVD player, remote control and adjustable volume
- Professional video detailing;
  - Introduction to **e-cloth**
  - Product features & benefits
- High quality innovative metal display stand
- Single or double sided
- Fully adjustable layout
- Dimensions: Height 179cm (inc TV)  
Width 57cm  
Depth 36cm (single sided)  
68cm (double sided)



## Multi Product Stand

- Striking graphics for high visibility
- Can display mops and cloths in SRP boxes
- Easy to assemble
- Dimensions: Height 166cm (inc header)  
Width 60cm  
Depth 37cm



# Single Products

## Key Line

Product:

### Antibacterial Cloth

Code:

ABC

Description & Use:

By harnessing the natural antibacterial properties of silver, which is locked into the fabric, this cloth offers all the cleaning power of the General Purpose **e-cloth** with the added benefit that all bacteria collected during cleaning are quickly eliminated.

Contents:

1x Antibacterial Cloth

Cloth size; 32cm x 32cm

Quantity:

10 - in SRP



Product:

### Bath & Shower Pad

Code:

SC1

Description & Use:

The extra absorbency of this **e-cloth** makes it ideal for use in especially wet areas such as around sinks, baths and showers. Its sectioned design makes it easy to hold and fold, plus it offers all the cleaning benefits of a General Purpose Cloth.

Contents:

1x Bath & Shower Pad

Cloth size; 30cm x 15cm

Quantity:

10 - in SRP



## Key Line

Product:

### General Purpose Cloth

Code:

WC1

Description & Use:

This unique cloth removes thick grease, dirt and bacteria from all hard surfaces using just water. Due to its electrostatic properties, the General Purpose Cloth used dry, is also an effective duster.

Contents:

1x General Purpose Cloth

Cloth size; 32cm x 32cm

Quantity:

10 - in SRP (Supplied in 4 assorted colours, 3 green; 3 blue; 2 lilac; 2 gold)



## Key Line

Product:	<b>Glass &amp; Polishing Cloth</b>
Code:	GC
Description & Use:	Used dry on a damp surface, the <b>e-cloth</b> embossed Glass & Polishing Cloth removes light grease and dirt such as finger marks. It also dries to a brilliant, smear and lint free finish on all shiny surfaces including stainless steel, chrome, glass & mirrors.
Contents:	1x Glass & Polishing Cloth Cloth size; 50cm x 40cm
Quantity:	10 - in SRP



Product:	<b>Non-Scratch Scouring Cloth</b>
Code:	NC
Description & Use:	Dual sided cloth with a unique scrubbing surface to remove stubborn grease & dirt. Also ideal for washing up and scrubbing clean vegetables. Use the smooth side for general cleaning, all using just water.
Contents:	1x Non-Scratch Scouring Cloth Cloth size 32cm x 32cm
Quantity:	10 - in SRP



Product:	<b>Stainless Steel Cloth</b>
Code:	SSC
Description & Use:	The dual sided Stainless Steel Cloth is specifically designed to remove grease, dirt and bacteria from all types of stainless steel and is ideal for kitchen appliances, such as fridges, microwaves and ovens. The side with the bands of firmer fibres, is great for cleaning into the grain if brushed stainless steel, while the smoother side gives a gleaming finish to polished stainless steel.
Contents:	1x Stainless Steel Cloth Cloth size; 32cm x 32cm
Quantity:	10 - in SRP





Product:	<b>Washing Up Pad - Improved</b>
Code:	WUP
Description & Use:	Tough on dirt; kind to non-stick finishes. The Washing Up Pad is great for cleaning away dried on dirt and food debris. The special <b>e-cloth</b> fibre side (yellow) is ideal for washing up crockery and glassware, while the scrubbing side (grey) makes light work of stuck on food residue.
Contents:	1x Washing Up Pad Pad size; 16cm x 10cm
Quantity:	10 - in SRP



Product:	<b>Water Spray</b>
Code:	WS
Description & Use:	For use throughout the home, this practical, lightweight and stylish bottle offers a variable jet to add just the right amount of water to ensure your cloths provide the optimum clean. Ideal to use with the Glass & Polishing <b>e-cloth</b> .
Contents:	1x Water Spray bottle Capacity; 250ml
Quantity:	5 - in carton box



## e-cloth fact...

By using **e-cloths**, you can reduce the risks of allergies and chemical sensitivities to you and your family.



# Twin Products

Product:	<b>2 Dusters</b>
Code:	DC2
Description & Use:	This twin pack of super soft <b>e-cloth</b> dusters brings 21st century technology to dusting. With their natural positive static charge, they automatically attract and lock in dust, making dusting even faster and easier.
Contents:	2x Dusters Cloth sizes; 32cm x 32cm
Quantity:	10 - in SRP



Product:	<b>2 Glass &amp; Polishing Cloths</b>
Code:	GC2
Description & Use:	Bigger pack; better value. The cloths remove light grease and dirt such as finger marks and give a brilliant, smear free finish to all shiny surfaces, especially stainless steel, chrome, glass & mirrors.
Contents:	2 x Glass & Polishing Cloths Cloth sizes; 50cm x 40cm
Quantity:	10 - in SRP



Product:	<b>Bathroom Pack</b>
Code:	BP
Description & Use:	Perfect cleaning for all hard bathroom surfaces using just water. The pack contains a Bath & Shower Pad for extra absorbency when cleaning wet areas. It also removes thick grease and grime, soap scum and bacteria from all hard bathroom surfaces including baths, showers, sinks and tiles. A Glass & Polishing Cloth is included for the perfect finish on all shiny surfaces, including taps, tiles & mirrors.
Contents:	1x Bath & Shower Pad & 1 Glass & Polishing Cloth Cloth sizes; Bath & Shower Pad 30cm x 15cm, Glass & Polishing Cloth 50cm x 40cm
Quantity:	10 - in SRP



Product:

### Granite Pack

Code:

GRP

Description & Use:

The Granite Cloth removes grease, dirt and bacteria from all granite surfaces using just water. Its easy-rinse weave also makes it excellent at quickly trapping and rinsing away crumbs and other loose debris. The Glass & Polishing Cloth finishes for a perfect smear free shine, all using just water. Also brilliant on marble and other polished natural stone.

Contents:

1x Granite Cloth & 1 x Glass & Polishing Cloth  
Cloth sizes; Granite Cloth 32cm x 32cm,  
Glass & Polishing Cloth 50cm x 40cm

Quantity:

10 - in SRP



Product:

### Hob & Oven Pack

Code:

HOP

Description & Use:

The pack contains a dual sided Hob & Oven Cloth with toughened fibre stripes, to quickly and easily remove hard, dried on dirt, using just water. The smoother side is for general cleaning, removing grease, dirt and bacteria. The Glass & Polishing Cloth brings a perfect smear free finish to shiny surfaces. Both cloths are great on stainless steel, ceramics and all other hard surfaces.

Contents:

1x Hob & Oven & 1 x Glass & Polishing Cloth  
Cloth sizes; Hob & Oven Cloth 32cm x 32cm,  
Glass & Polishing Cloth 50cm x 40cm

Quantity:

10 - in SRP



Product:

### Kitchen Pack - Improved

Code:

API

Description & Use:

The Kitchen Pack offers perfect cleaning for all hard kitchen surfaces using just water. The pack includes a special Kitchen Cloth to remove thick grease, dirt and bacteria. It now includes a unique scrubbing pocket, to quickly and safely remove any spots of more stubborn dirt. The Glass & Polishing Cloth provides the perfect finish on all shiny surfaces such as taps, toasters etc. Brilliant on stainless steel.

Contents:

1x Kitchen Cloth & 1x Glass & Polishing Cloth  
Cloth sizes; Kitchen Cloth 32 x 32cm,  
Glass & Polishing Cloth 50 x 40cm

Quantity:

10 - in SRP



Key Line

## Key Line

Product:

### Shower Pack

Code:

SHK

Description & Use:

Perfect daily cleaning for the shower. The pack contains a Shower Cloth which removes grease & grime, such as soap scum and bacteria, from all hard shower surfaces including screens, trays & tiles, plus a suction hook to keep it handy for use after each shower. The Glass & Polishing Cloth included, provides the perfect finish for all shiny surfaces.

Contents:

1x Shower Cloth, 1 Glass & Polishing Cloth, 1 Suction Hook  
Cloth sizes; Shower Cloth 32cm x 32cm,  
Glass & Polishing Cloth 50cm x 40cm

Quantity:

10 - in SRP



## Key Line

Product:

### Window Pack

Code:

WIP

Description & Use:

Perfect cleaning for all types of windows, using just water. The pack contains a generously sized Window Cloth which removes grease, grime and bacteria from windows and surrounds, plus a Glass & Polishing Cloth to provide the perfect smear free finish.

Contents:

1x Window Cloth & 1 Glass & Polishing Cloth sizes; Window Cloth 40cm x 40cm,  
Glass & Polishing Cloth 50cm x 40cm

Quantity:

10 - in SRP



## e-cloth fact...

Most **e-cloths** contain  
2 million metres of fibre





# Multipacks

Product:

## 4 General Purpose Cloths

Code:

4CP

Description & Use:

Bigger pack; better value. The cloths remove thick grease, dirt and bacteria from all hard surfaces using just water. Due to its electrostatic properties, the General Purpose Cloth, used dry, is also an effective duster.

Contents:

4x General Purpose Cloths  
(dark green, blue, lilac & gold)  
Cloth size 32cm x 32cm

Quantity:

5 - in SRP



Product:

## Starter Pack

Code:

SPB

Description & Use:

The pack contains 4 General Purpose Cloths and 1 Glass & Polishing Cloth to clean and polish all hard and shiny surfaces around the home using just water.

Contents:

4x General Purpose Cloths  
(dark green, blue, lilac & gold) &  
1x Glass & Polishing Cloth  
Cloth sizes; General Purpose Cloth  
32 x 32, Glass & Polishing Cloth  
50 x 40cm

Quantity:

5 - in SRP



## e-cloth fact...

By not buying cleaning chemicals, **e-cloths** can save you £100 a year



# Mop Range

## Key Line

Product:

Code:

Description & Use:

Contents:

Quantity:

## Deep Clean Mop

DCM

Perfect cleaning for all hard floors, using just water. Made from rust-proof, lightweight aluminium with adjustable telescopic handle, the Deep Clean Mop removes grease, dirt and bacteria from all types of hard flooring including ceramics, vinyl and stone. Its also ideal for real wood and laminate floors as very little moisture is left behind after cleaning.

1x lightweight aluminium telescopic handle & base, 1x Deep Clean Mop Head  
Cloth size; 45cm x 13.5cm

5 - in carton box



Product:

Code:

Description & Use:

Contents:

Quantity:

## Deep Clean Mop (Boxed)

DCMB

This boxed version of the Deep Clean Mop comes with a 3 section, screw together handle. Its compact dimensions make it perfect for internet and mail order retailers or others with limited hanging space. In addition to the aluminium handle and base, the pack contains a Deep Clean Mop Head to remove grease, dirt and bacteria from all types of hard flooring including wood, laminate, tiles and stone, using just water.

1x lightweight aluminium 3 section screw together handle & base & 1x Deep Clean Mop Head  
Cloth size; 45cm x 13.5cm

6 - in a carton box



Product:

Code:

Description & Use:

Contents:

Quantity:

## Deep Clean Mop Head

DCH

Replacement head for removing grease, dirt and bacteria from all types of hard flooring, using just water.

1x Deep Clean Mop Head  
Cloth size; 45cm x 13.5cm

10 - in SRP



Product:

### Dusting Mop Head

Code:

DRH

Description & Use:

Replacement head for removing dust and loose debris, such as fluff, dust and pet hair from all types of hard flooring. Use dry.

Contents:

1x Dusting Mop Head  
Cloth size; 45cm x 13.5cm

Quantity:

10 - in SRP



Product:

### Deep Clean & Dusting Mop Head Pack

Code:

RMH

Description & Use:

This twin pack of replacement heads includes a Deep Clean Mop Head and a Dusting Mop head for perfect floor cleaning.

Contents:

1x Deep Clean Mop Head &  
1x Dusting Mop Head  
Cloth sizes; 45cm x 13.5cm

Quantity:

5 - in SRP



### e-cloth fact...

Most **e-cloths**, contains nearly  
500 million cleaning fibre fillaments



# e-towel Range

## A comprehensive range of high performance tea towels offering;

- 4x more absorption than the equivalent size cotton tea towel
  - **e-towels** keep working long after a cotton tea towel is too wet to use
- 4x faster absorption
  - with an **e-towel**, one wipe and its dry
- **e-towel** fibres also clean, removing any residues of grease and dirt, leaving glass and cutlery gleaming and smear free
- Eye-catching header card for hanging or on shelf displays

Product:

Code:

Description & Use:

Contents:

Quantity:

### Classic Check - Assorted

CC

Made from a special blend of **e-towel** fibres and cotton, these snow white **e-towels** come in a mixture of 4 different cheerful checks.

1x Classic Check **e-towel** (Available in 4 different colours; blue check, green check, red check, yellow check)

Towel size; 60cm x 40cm

10 - in carton box (Supplied 3x blue check, 3x green check, 2x red check, 2x yellow check)



Product:

Code:

Description & Use:

Contents:

Quantity:

### Classic Check - Blue

TBC

Made from a special blend of **e-towel** fibres and cotton, these snow white **e-towels** come in a cheerful blue check colour.

1x Classic Check **e-towel**

Towel size; 60cm x 40cm

10 - in carton box





Product:

### Classic Check - Green

Code:

TGC

Description & Use:

Made from a special blend of **e-towel** fibres and cotton, these snow white **e-towels** come in a cheerful green check colour.

Contents:

1x Classic Check **e-towel**

Towel size; 60cm x 40cm

Quantity:

10 - in carton box



Product:

### Country Classic

Code:

CCT

Description & Use:

This traditionally styled **e-towel** combines a pale cream background with a fine pink, red and green check pattern.

Contents:

1x Country Classic e-towel

Towel size; 70cm x 40cm

Quantity:

10 - in carton box



Product:

### Glass Towel - Assorted

Code:

GT

Description & Use:

These professionally styled, brilliant white **e-towels**, come in a mixture of 4 different colour "Glass Towel" text panels.

Contents:

1x Glass Towel (Available in 4 different panel colours; deep blue, deep green, burgundy & black)

Towel size; 60cm x 40cm

Quantity:

10 - in carton box



Product: **Glass Towel - Blue**  
Code: GTB  
Description & Use: These professionally styled, brilliant white **e-towels**, come with a deep blue "Glass Towel" text panel.  
Contents: 1x Glass Towel - blue  
Towel size; 60cm x 40cm  
Quantity: 10 - in carton box



Product: **Glass Towel - Green**  
Code: GTG  
Description & Use: These professionally styled, brilliant white **e-towels**, come with a deep green "Glass Towel" text panel.  
Contents: 1x Glass Towel - green  
Towel size; 60cm x 40cm  
Quantity: 10 - in carton box



Product: **Professional Finish**  
Code: PTB  
Description & Use: These professionally styled, brilliant white **e-towels**, come with a black "Professional Finish" text panel and stripes.  
Contents: 1x Professional Finish Towel  
Towel size; 60cm x 40cm  
Quantity: 10 - in carton box



# Outdoor Range

Product:

## Barbecue Pack

Code:

BBP

Description & Use:

Specially developed to clean all types of gas and charcoal barbecues. The dual sided Barbecue Cloth has bands of tough, non-scratch fibres, to remove stubborn dirt and grease. It's great on brushed and polished stainless steel. The Glass & Polishing Cloth removes all moisture, leaving shiny surfaces sparkling and smear free.

Contents:

1x Barbecue Cloth, 1x Glass & Polishing Cloth  
Cloth sizes; Barbecue Cloth 32 x 32cm,  
Glass & Polishing Cloth 50 x 40cm

Quantity:

10 - in SRP



Product:

## Car Pack

Code:

CCK2

Description & Use:

Clean cars, boats, caravans etc using just water. This pack can be used to clean all external and internal vehicle surfaces including the bodywork, bright-work, windows, dashboard and upholstery.

Contents:

1x grey Mitt (for the initial clean), 1x yellow **e-cloth** Chamois (to finish and dry all external surfaces) and 1x grey Car Cloth to clean or dust all internal surfaces.  
Cloth sizes; Mitt 14cm x 22cm plus 7cm cuff, **e-cloth** Chamois 60cm x 40cm & Car Cloth 32cm x 32cm

Quantity:

6 - in carton box



## e-cloth fact...

Every **e-cloth** is guaranteed for  
300 machine washes



# Technical Range

Product:

## Glasses Cloth

Code:

GLC

Description & Use:

Printed with the **e-cloth** brand imagery, this superfine, compact cloth is ideal for carrying with you. Either side of the cloth will perfectly clean spectacles and any other type of lens, leaving them spotless and smear free.

Contents:

1x Glasses Cloth  
Cloth size; 19cm x 19cm

Quantity:

10 - in carton box



Product:

## Phone & MP3 Pouch

Code:

PMPW

Description & Use:

The stylish way to store, clean and protect smart phones and other mobile digital devices. Printed with a fun, high resolution 'water drop' image, a quick rub of the pouch with the device inside, removes greasy finger marks, make up and bacteria. The draw string with spring lock, also keeps the device securely inside.

Contents:

1x Phone & MP3 Pouch  
Pouch size; 9cm x 15cm

Quantity:

10 - in carton box



Product:

## CD & DVD Cleaning Pack

Code:

CP

Description & Use:

For cleaning and protecting all types of data storage discs. Rectifies the majority of 'reading' problems with such media and significantly reduces static electricity. Sound and visual quality is improved and media become faster and more reliable in use. The special **e-cloth** safely removes grease, dust and dirt while the uniquely formulated, safe and non-toxic Cleansafe Lens Spray applies a protective stay clean, anti-static coating for lasting protection.

Contents:

1x CD/DVD Cloth and 1x CleanSafe CD/DVD Spray  
Cloth size 30cm x 30cm, 25ml Spray (300 apps)

Quantity:

12 - in Point of Sale Box





Product:

## Lens Cleaning Pack

Code:

LP

Description & Use:

For cleaning and protecting all types of lens including coated lenses. The special **e-cloth** safely removes grease, dust and dirt while the uniquely formulated, safe and non-toxic CleanSafe Lens Spray puts down a protective stay clean, anti-static coating for lasting protection. Ideal to clean and protect all types of lens including cameras, video cameras, spectacles and binoculars.

Contents:

1x Lens Cloth and 1x CleanSafe Lens Spray  
Cloth size 30cm x 30cm, 25ml Spray (300 apps)

Quantity:

12 - in Point of Sale Box



Product:

## Screen Cleaning Pack

Code:

SP

Description & Use:

For cleaning and protecting all types of screen including LCD & plasma. The special **e-cloth** safely removes grease, dust and dirt while the uniquely formulated, safe and non-toxic CleanSafe Screen Spray puts down a protective stay-clean, optically pure, anti-static coating, for lasting protection. Ideal to clean and protect all types of modern screen including laptops and PC monitors, PDA's, sat nav's and mobile phones. The spray is tested & recommended by Philips.

Contents:

1x Screen Cloth and 1x CleanSafe Screen Spray  
Cloth size 30cm x 30cm, 25ml Spray (300 apps)

Quantity:

12 - in Point of Sale Box



## e-cloth fact...

**e-cloth** fibre is 1,000 times  
finer than cotton







**e-cloth**  
perfect cleaning with just water



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