

Press Release

New definitive cleaning website launched

www.ukcpi.org

Now, all you ever wanted to know about cleaning products, including what's in them and what's not, is a click away. The UK Cleaning Products Industry Association (UKCPI) has launched its new website www.ukcpi.org

Cleaning products are something we take so much for granted that it is easy to forget just what a major a role they play in contributing to good health and well-being through keeping our clothes clean and our homes (and hands!) hygienic. There's often a lot of confusion about cleaning products and sustainability but you can be assured that UKCPI Members treat human and environmental safety and sustainability as top priorities.

The new-look site is packed with information on everything from legislation surrounding cleaning products to industry initiatives; sustainability issues to health matters; publications to down-load; cleaning product and ingredient information and frequently asked questions. An A-Z search section makes it easy to find information.

So if you ever have a question about cleaning products, www.ukcpi.org is the place to go for the answer.

-Ends-



The screenshot shows the UKCPI website homepage. On the left is a navigation menu with links: UKCPI Home, About UKCPI, Membership, Industry Information, Industry Initiatives, Education and Publications, Legislation, Media, Related Links, and Site Map. The main content area features a large blue header with the UKCPI logo and a central image of hands being washed. Below the image is the text: "Welcome to the UK Cleaning Products Industry Association (UKCPI)". To the right, there is a "Latest News" section titled "UKCPI Launches New Website" with a sub-headline "More navigable, comprehensive and informative. All you ever wanted to know about cleaning products on one site." and a link for "Importance of Hygiene". At the bottom of the main content area, there is a paragraph: "The UKCPI represents UK producers of cleaning, hygiene and surface care products - in other words, products associated with cleaning. They range from soaps, washing powders, household disinfectants, air care and polishes, to the wide range of professional cleaning and hygiene products used in industrial and institutional applications. These products support the everyday lives of millions of consumers. As well as their more obvious uses in the home, they underpin the cleanliness and hygiene of food factories, hospitals, schools and working environments."

NOTES TO EDITORS

The UK Cleaning Products Industry Association (UKCPI) is the leading Trade Association representing UK manufacturers of cleaning, hygiene and surface care products. In the UK the Industry is worth an estimated GBP 3 billion.

For further information about the UK Cleaning Products Industry Association, please contact: ukcpi@ukcpi.org

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