

## Press Release

### You're one click from a cleaner and safer home – Cleanright website launches



A new website providing information on domestic cleaning products has been launched. The new site - [www.cleanright.eu](http://www.cleanright.eu) – aims to be the first point of reference for people seeking accurate, easily understandable information on domestic cleaning products. Forget just 'spring' cleaning; now there is no excuse not to be an expert on cleaning during each and every season of the year.

The centrepiece of the website is an interactive house containing everyday household items and surfaces with broad-brush information on the product categories which may best be used to clean these. The interactive house also offers tips, information and guidance on how to follow a 'greener' lifestyle.

Throughout the site, including the interactive house, there are hints and tips on sustainable living with data on the benefits of taking a shower rather than a bath and guidance on lowering the temperature on washing machines, for example. The Cleanright website aims to answer all those questions you may have regarding household detergents and maintenance products as well as the ingredients they contain.

The site provides information on the importance of reading the label, following safety advice, energy saving tips, ways\* to reduce utility bills and how to get the best results from cleaning products as well as suggestions on how to economise in these financially difficult times.

### Did you know?

- It is estimated that the average European produces 440kg of waste a year, that's 1.2kg of waste every day.
- Running the tap whilst washing up uses on average five times more water than a dishwasher cycle.
- Rugs and woollen carpets are sustainable products, excellent insulators and humidity regulators.
- The amount of water consumed in one bath is equivalent to taking five showers.

**The UK Cleaning Products Industry Association (UKCPI)** is helping promote the site in this country. Commenting on the launch of [www.cleanright.eu](http://www.cleanright.eu) the UKCPI's Director General, **Dr Andy Williams**, says: "Our Industry works conscientiously to provide cleaning products that are safe, good value, sustainable and effective in use.

"In order to optimise the potential of these products it is important that users understand how best to use the products. This website provides a very sound introduction to our Industry's products and contains at-a-glance information about product ingredients".

Steve Elliott, Chief Executive of the Chemical Industries Association said "this is yet another fantastic example of how the products made by chemical companies are essential to every day living".

To offer feedback and questions write to: [ukcpi@ukcpi.org](mailto:ukcpi@ukcpi.org)

It is launching across Europe as a multilingual site and [www.cleanright.eu](http://www.cleanright.eu) is currently available in French, German and Polish as well as English, with more language versions to follow.

-Ends-

**CLEANRIGHT**

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Clean House, Safe Home:  
Come and Learn More!

Visit the House  
Services & Tips

Safe Use  
Top Tips

Read the Label  
Learn More

Save Water, CO<sub>2</sub> & Money

Welcome to Cleanright

On this site, you will find a wide range of useful information on detergents, cleaners and maintenance products for use in the home.

#### NOTES TO EDITORS

\*The site has been established jointly by Cefic, the European Chemical Industry Council, and A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products. It is promoted in the UK by the leading trade association, the UK Cleaning Products Industry Association (UKCPI) and in conjunction with the Chemical Industries Association (CIA). UKCPI has taken part in the discussions which have led to the launch of the website. This launch follows on from the establishment of Washright (see below), which concentrates on best use of laundry products.

#### Cefic :

The European Chemical Industry Council is a Brussels based umbrella organisation representing 29,000 large, medium and small chemical companies. Cefic members account for more than one third of the world's chemical production.

[www.cefic.org](http://www.cefic.org)

#### A.I.S.E.:

The International Association for Soaps, Detergents and Maintenance Products, is the official representative body in Europe for this industry. Membership includes 10 direct member companies as well as 37 National Associations - including UKCPI - from 41 countries, covering approximately 900 companies ranging from multinationals to SMEs. [www.aise.eu](http://www.aise.eu)

**Washright** : A pan-European campaign of A.I.S.E. developed in 1998 to promote sustainable consumption practices when doing the laundry via on pack communication, advertising, direct marketing etc (see [www.washright.com](http://www.washright.com)) or contact A.I.S.E.

#### CIA

The Chemical Industries Association (CIA) is the organisation that represents chemical businesses in the UK For further information about the Chemical Industries Association, please visit: <http://www.cia.org.uk> or contact Simon Marsh at: [enquiries@cia.org.uk](mailto:enquiries@cia.org.uk).

#### UKCPI

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 visit: [www.ukcpi.org](http://www.ukcpi.org) or contact: [ukcpi@ukcpi.org](mailto:ukcpi@ukcpi.org)

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