

# Eco Paste Lightens Up Cleaning Market

Submitted by: John Mills (JML)

Tuesday, 14 October 2008

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JML are planning to lighten up the household cleaning market with an environmentally friendly cleaning paste called Doktor Power. We've just moved production of this to a solar-powered plant.

The Hungary based factory has a 120 m2 roof fitted solar panel. It's responsible for heating ten thousand litres of water a day, where it mixes with a soft stone making it soluble. This is then pumped through machinery and poured into shop-ready tubs where it cools and sets. The panels are also responsible for powering the factory offices. The annual energy produced by the collectors is 74,568 kWh.

During summer months solar power provides all the plant's energy needs. When the sky clouds over, solar energy can still supply 30% power for the factory. The rest is provided by a process called gasification. This converts wood into clean-burning gas fuel and hydrogen. It works by reacting wood at high temperatures with oxygen. This is good because it doesn't produce any toxic waste.

The wood comes from an adjoining forest of poplar and feast trees. For every one that's used, a replacement is planted and re-grown.

Ken Daly, JML's Group Managing Director says: "We feel passionate about Doktor Power. It's an incredibly effective cleaner, yet it's truly kind to the environment. We're working extremely hard to develop more products that have less impact on the planet, and we're working just as hard to ensure that our business is as environmentally friendly too. This is all part of a programme we call The Green Way."

JML's Green Way initiative is a business-wide environmental plan that will reduce the impact on the environment climate change. The initial phase of this plan will see JML:

- Donate profits to the World Land Trust to combat deforestation
- Reduce energy use by 15% every year
- Help customers live greener lifestyles
- Reduce packaging wast

Editor's notes on it here

Launched in 2007 and shortlisted for Product Of The Year, Doktor Power has already sold over £3 million. JML have committed £1 million media spend to the October campaign which includes television advertising, below the line activity and PR. The cleaner is biodegradable and the packaging recyclable, making it kinder to the environment. It demonstrates unsurpassed cleaning power and, unlike most cleaning products, contains no bleaches, parabens or phosphates.

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