

# KLEENEZE STRIKES GOLD IN RECESSION

Submitted by: Mosquito Digital

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Recession has bitten, leading economists to predict a gloomy 2.1 per cent decline in the country's gross domestic product for 2009\*. But one sector that is bucking the trend is Direct Selling and, according to the Direct Selling Association (DSA), it is an industry accountable for £2billion of the UK's economy per year, with over 70 million consumer transactions processed annually, showing no signs of slowing down.

Kleeneze (<http://www.kleeneze.co.uk>), the UK's most successful and established direct selling company, reported not only an 11 per cent increase in retail sales in December 2008, but is also riding the wave of the economic downturn with an influx of new recruits. The number of new distributors jumped by 24 per cent in January, bringing the total number of representatives to well over the 10,000 mark.

Outperforming other retail companies, the home shopping giant provides affordable health and home products, giving it the tools to thrive in a recession where others don't. The convenience of free home delivery enables Kleeneze to also offer a personalised service that many other retailers cannot.

Recent figures revealed that the UK's personal debt is at a staggering £1,456billion\*\* – more than any other European country. This, coupled with the heavily-publicised spate of redundancies affecting banking, retail and property among others, has forced significant numbers of people to look for an alternative income to make ends meet.

Kleeneze has become a lifeline to many, offering stability in a volatile time by allowing people to quickly take control of their finances, earn from day one, be their own boss and establish their own work-from-home business. A legitimate business opportunity selling affordable products via a range of quirky catalogues, there are no territorial restrictions or prohibitive start-up costs, working hours are flexible and there is unlimited earnings potential. Stand-alone distributors can earn in excess of £38,500 a year, with some network heads earning almost £400,000 a year.

Jamie Stewart, the pioneering Managing Director of Kleeneze, comments: "The recent economic climate has meant we have experienced solid growth, not only in terms of the number of new recruits but subsequently, in retail sales too. Kleeneze has been enabling individuals the UK over to take control of their careers and give them financial independence for over 85 years. Similar to a franchise business, ongoing support and training is central to the business, but unlike other franchised businesses, there is a very low start up cost involved.

"We have people in the business that joined during the last recession, and they have now gone on to become serious Kleeneze high-flyers. Individuals get out of this business whatever they are willing to put in - it's all about hard work and dedication.

"The key to Kleeneze's success is our range of products that continue to sell regardless of the economic climate. Britain is a house proud nation, and as such, products like those Kleeneze produce will continue to thrive - it's all about improving as opposed to moving in the current climate, and we are perfectly positioned to take advantage of this."

The recession is set to stay until 2010, and with unemployment predicted to rise to 3.1 million\*\*\* over the next two years, increasing numbers of individuals will be looking to supplement or replace their regular income via alternative means.

The home shopping distribution channel is one of the fastest growing worldwide retail trends, and with over 30 million homes in the UK and ROI, opportunities for direct selling businesses to flourish are vast – it's definitely one to watch for 2009.

\*bbc.co.uk

\*\*creditaction.org.uk

\*\*\*telegraph.co.uk

For further information or access to Kleeneze network members, please contact Cerys Wason or Rachel Wilkinson on 01565 832832 or email [cerys@withsass.com](mailto:cerys@withsass.com).

Notes to Editors:

Kleeneze Ltd., which has been trading for over 85 years, is a founder member of the UK Direct Selling Association (DSA) and is also endorsed by the Office of Fair Trading (OFT).

The UK's leading network marketing company, Kleeneze offers an array of opportunities for individuals who, via distribution of catalogues, want:

- To be their own boss
- Total flexibility of hours
- An unrestricted income
- To get out of debt

The company operates via a home shopping distribution channel – the fastest growing worldwide retail trend – and with 32million homes in the UK and the Republic of Ireland the opportunities for distributors are endless.