UNDER STRICT EMBARGO UNTIL 00:01 MONDAY 15th MAY 2023

TOO GOOD TO WASTE®: NEW ECOVER HOUSEHOLD CLEANERS MADE FROM FOOD WASTE PIONEER CHANGE IN THE INDUSTRY

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15th May 2023: Today, Ecover unveils two breakthrough cleaning products. The pioneering ***Too Good To Waste*®** **Multi-Surface Cleaner** and **Toilet Cleaner** showcase how the cleaning industry can use food waste to reduce its carbon emissions.

With ingredients being the primary driver of Ecover's carbon footprint, developers at the company – which has been disrupting the cleaning category for over 40 years – worked with pioneering partners to launch the new cleaning duo made with food waste-derived formulations.

The ***Too Good To Waste*®** **Multi-Surface Cleaner** and **Toilet Cleaner** are created using 97 and 81 percent respectively rescued food waste*. Both limited edition products have been proven to provide an effective clean, with the Multi-Surface Cleaner removing grease and grime and the Toilet Cleaner eliminating limescale.

Where is the cleaning power sourced?

- Potato peels are fermented to fatty acids and treated with alcohol from zero alcohol breweries, and then converted into surfactants (the active ingredients that work hard to get things clean)
- Supermarket food waste transformed into a descaler and another powerful surfactant known as biosurfactant, which occurs in nature and is obtained by fermentation
- Rescued lemon and mint have been used to create fresh, clean-smelling fragrances
- And sugar beet pulp that is unfit for sugar production is repurposed into thickener, so the loo cleaner sticks

Meanwhile, the bottles are made with post-consumer recycled plastic and the Multi-Surface Cleaner intentionally comes without a spray nozzle, saving 35 percent plastic and encouraging re-use of triggers** from existing cleaning bottles.

Since launching, Ecover has been on a mission to redefine what being 'clean' truly means. The pioneering products are formulated in Ecover's 'ecological factory', the first of its kind, built in 1992 using 90 percent recycled or renewable materials.

With this limited-edition launch, Ecover sees Too Good To Waste® as an opportunity to challenge throwaway culture and encourage people to rethink the value of waste.

An Ecover spokesperson, said: "As a pioneer of sustainability in the cleaning world, Ecover is passionate about sharing its vision for the future of cleaning ingredients and how progress can be made.

"We have long believed that businesses have both an opportunity and an obligation to make the world better, which is why we're committed to innovating at an industry-leading level.

"In 2019, we launched our limited-edition Too Good To Waste® Washing Up Liquid, made using beer waste. But we couldn't stop there. Our latest Too Good To Waste® products are the result of us challenging ourselves and our trusted partners to think even further about how we could revolutionise the cleaning category by viewing waste as an asset. After all, waste is only waste if you waste it."

Ecover is proud to have worked with partners from the CBE JU funded Waste2Func Project to bring these industry-leading products to life.

Nicoló Giacomuzzi-Moore, the Executive Director ad interim of the Circular Bio-Based Europe Joint Undertaking (CBE JU), which contributed €6.7 million to the Waste2Func project leading to the pioneering cleaners, said: "Today's launch of these two highly innovative products on the market is an important milestone for CBE JU because they represent our vision for a circular bio-based economy in Europe.

"By turning food waste from agriculture, food industry, supermarkets and restaurants into high-value ingredients for household items like these cleaning products, the project will contribute to decreasing the industrial CO2 emissions, increasing value from food waste and creating high-tech jobs in Europe."

Available as a duo for £6 RRP, the new limited edition ***Too Good To Waste***® **Multi-Surface Cleaner** and **Toilet Cleaner** is available at www.ecoverdirect.com.

Visit www.ecover.com/toogoodtowaste to find out more or join the conversation at @Ecover_UK. Together, we can pioneer the future of clean.

For imagery or more info, please contact lsb@wearetheromans.com

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Notes to Editors

*excluding water

** triggers should be thoroughly rinsed before use with our bottles

About Ecover

Ecover is one of the largest producers of washing and cleaning products designed to minimise the impact on their environment in Europe. Founded over 40 years ago in Malle, Belgium, Ecover was among the first to put phosphate-free washing powder on the market which was only banned in 2013 due to the harm caused to aquatic life. With a pioneering spirit, experience and clever science, Ecover helps consumers both clean their homes with great efficiency and live a less wasteful lifestyle. Ecover's environmental contribution has been recognised by Time Magazine and the United Nations Environment Programme.

Ecover is proud to have worked with Chaincraft and the partners from the CBE JU funded Waste2Func Project, more specificly with biosurfactants supplier AmphiStar, biobased lactic acid supplier TripleW and with project coordinator Bio Base Europe Pilot Plant, to bring these industry-leading products to life.

About CBE JU

The **Circular Bio-based Europe Joint Undertaking (CBE JU)** is a €2 billion partnership between the European Union and the Bio-based Industries Consortium (BIC) that funds projects advancing competitive circular bio-based industries in Europe. The partnership is building on the success of its predecessor, the Bio-based Industries Joint Undertaking (BBI JU), which funded the Waste2Func project.

The WAST2FUNC project, coordinated by the Bio Base Europe Pilot Plant (Ghent, Belgium), is seeking to create, as a demonstration, a new and sustainable biomass waste supply chain. This will integrate fluctuating supplies of agricultural food crop biomass waste with an industrial food waste supply chain in order to demonstrate the potential for converting this combined stream into lactic acid and microbial biosurfactants as functional ingredients of home and personal care applications. In so doing, it will increase up to ten times as much value from these waste streams, while reducing CO2 emissions by 20% and increasing employment where the waste streams are sourced, in Belgium where the demonstration will take part as well as in the rest of Europe.

This project has received funding from the Bio-based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023664. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio-based Industries Consortium.

About TripleW

TripleW produces the first ever commercial-grade lactic acid made entirely from food waste. TripleW's lactic acid is cost-competitive compared to legacy production of lactic acid from food crops such as corn or sugar cane. TripleW's lactic acid is made from 100% food-waste carbon, which is converted to 100% upcycled content used in every-day consumer packaged goods. The lactic acid is produced with renewable energy and integrated into existing waste management facilities, boosting revenues and profitability.

About Amphistar

AmphiStar offers an innovative portfolio of locally sourced biosurfactants to companies seeking to develop genuinely sustainable, performant & affordable products. AmphiStar will be the first company to bring fully waste-based (drop-in) biosurfactants to market, a major step in AmphiStar's mission to make biosurfactants mainstream.AmphiStar currently scales its biosurfactant production at the Bio Base Europe Pilot Plant.

About Chaincraft

The Dutch circular chemistry scale-up ChainCraft ferments wet food processing waste (think potato peels) into fatty acids for the agrifood, chemical and materials industries.