



The UK's Number 1 Supplier for Recycling Bins, Clothes Airers & ECO Dryers, Cleaning Products, Replacement Ironing Board Covers, Ironing Boards, Kitchen Bins, Fireproof bins, Industrial bins and Cigarette Bins.

**Laundry Company Limited**  
Unit 9 Cheatles Bridge  
Bodymoore Heath  
North Warwickshire, B76 9JD

Supporting the Code for sustainable homes. Energy efficiency, waste recycling, ecology, health and well being.

[www.LaundryCompany.co.uk](http://www.LaundryCompany.co.uk)

**Telephone: 01827 874 100**  
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**Email: [sales@laundrycompany.co.uk](mailto:sales@laundrycompany.co.uk)**

## PRODUCT EDITORIAL FOR IMMEDIATE RELEASE

Issued: Thursday, July 02, 2009

### **Why the Laundry Company decided to select the Vileda Fixed Handle for DuActiva & Universal Broom to add to their range of Vileda cleaning products.**

The Laundry Company responded to their customer's requests for Vileda cleaning products, and included the Vileda Fixed Handle for DuActiva & Universal Broom as an ideal choice. The Vileda cleaning products forms a major part of the Laundry Company business based in Warwickshire and the Vileda Fixed Handle for DuActiva & Universal Broom has proven to be a major seller from their website located at [www.cleaningproductshop.co.uk](http://www.cleaningproductshop.co.uk).

Brian Trappett, Marketing Manager of the Laundry Company told us; "We wanted to find Vileda cleaning products that offered our customers very best value for money whilst being both rugged and pleasing to the eye. We felt that the manufacturers warranty of 2 Years would give our customers the confidence in the Vileda Fixed Handle for DuActiva & Universal Broom. In addition, The producttitle is a fixed handle which is both rugged in construction and also designed for ease of use."

The Vileda Fixed Handle for DuActiva & Universal Broom can be seen with full details along with many other relevant products on our internet shop located here; [www.cleaningproductshop.co.uk](http://www.cleaningproductshop.co.uk)



Rugged Manufacture. | Ergonomic Design.

Fixed Handle. | Durable Construction.



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The Laundry Company are a UK based company specialising in innovative and practical home products including Vileda cleaning products, designed and supplied to make your life easier. Their online shop is [www.laundrycompany.co.uk](http://www.laundrycompany.co.uk), emails can be sent to [sales@laundrycompany.co.uk](mailto:sales@laundrycompany.co.uk) or to speak to a human being just call 01827 874 100.

# END #

### Notes to editors

For high resolution images, copyright text etc. please contact Brian Trappett, Marketing Manager, 01827 874 226. email [brian@laundrycompany.co.uk](mailto:brian@laundrycompany.co.uk)

The Laundry Company was established in early 2001 to provide innovative and ecological solutions for every home. Our product ranges continue to grow at a fast rate with a high level of focus on the Code for Sustainable Homes with Home Recycling, Clothes Airers and Vileda cleaning products products added every month.

**Brian Trappett**  
Marketing Manager [UK]

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Dog Lane,  
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B76 9JD, UK

The Laundry Company Limited is a retail business with 9 online shops selling to end consumers 24 hours a day, 7 days a week. Telephone sales and B2B UK sales operate Monday to Saturday, 8.30am to 6pm. All retail prices are available through our website at [www.laundrycompany.co.uk](http://www.laundrycompany.co.uk).

Volume and trade purchase orders should be directed to Mark Langford; UK Sales Manager; to benefit from volume price breaks.

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