



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

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

## PRODUCT EDITORIAL FOR IMMEDIATE RELEASE

Issued: Thursday, July 02, 2009

### Why the Laundry Company decided to select the Vileda Ultramax Large Floor Mop Wet Refill to add to their range of Vileda Floor Mops.

The Laundry Company responded to their customer's requests for Vileda Floor Mops, and included the Vileda Ultramax Large Floor Mop Wet Refill as an ideal choice. The Vileda Floor Mops forms a major part of the Laundry Company business based in Warwickshire and the Vileda Ultramax Large Floor Mop Wet Refill 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 Floor Mops 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 would give our customers the confidence in the Vileda Ultramax Large Floor Mop Wet Refill. In addition, The producttitle cleans even the toughest dirt while keeping your hands clean and dry. The unique 'Powerzone' directs pressure where you need it most helping to remove tough dirt."

The Vileda Ultramax Large Floor Mop Wet Refill 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)



Powerzone directs cleaning effort. | Easy to fit refills.

Wet Pad Ultramax Refill. | Ideal for use on wooden floors.

The Laundry Company are a UK based company specialising in innovative and practical home products including Vileda Floor Mops, 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.



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### 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 Floor Mops products added every month.

**Brian Trappett**  
Marketing Manager [UK]

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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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