

"Green" conscience meets guaranteed effectiveness

Ecological cleaning products master every everyday challenge sustainably and efficiently

Brüggen, March 2024 – From plastic-free packaging to upcycling old furniture, the desire of responsible consumers to be mindful of their own ecological footprint runs through many areas of everyday life. When it comes to our cleaning routine, we also attach great importance to products that are good for the environment and our wallets - without compromising on the quality of results.

AgentEco - Make the world a little cleaner

MELLERUD, the expert for specialty cleaners "made in Germany", has therefore dedicated itself to the goal of contributing to a cleaner world for future generations through environmentally conscious household cleaning with AgentEco - a new brand for vegan and microplastic-free cleaning products. The wide-ranging portfolio has the right solution for every room: Bathroom, shower and toilet cleaners are available for bathrooms, while a kitchen cleaner ensures hygiene around the stove and dining area. Mirrors, windows etc. shine like new with a glass cleaner, while a floor cleaner gently and reliably removes traces of everyday life from floors.

All AgentEco products are liquid concentrates that consist of at least 90% natural ingredients and are available in economical 40 ml sachets. Mixed with water in reusable 500 ml bottles, the concentrates make effective and complete cleaners. This not only saves resources, but also money! The bottle body is made from 100% recycled materials and the spray head also

contains 50% recycled material. Equally impressive are the 90% savings in plastic and transport weight compared to conventional cleaners. In addition, in cooperation with the organization "MBRC the Ocean", the equivalent of two PET bottles is collected from the world's oceans for every sachet sold. The use of raw materials with phosphorus content is completely avoided in favor of water protection. All information on AgentEco's sustainable cleaners can be found at agenteco.de.

MELLERUD Chemie GmbH

MELLERUD, the specialist for specialty cleaners and care products, has been based in Brüggen on the Lower Rhine since it was founded in 1981. The family-run company employs over 100 people here. Its range includes over 200 high-quality cleaning products for home and garden. MELLERUD has always been aware of its responsibility for the environment. All information can be found at www.mellerud.de.



Image 1: The product portfolio of the new AgentEco brand



Image 2: Sustainable cleaning - The promise of AgentEco

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