

# CATALOGUE

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2022



GREENER  
CLEANER®



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HIGH PERFORMANCE, ECO CLEANING!

# Why is Greener Cleaner® plastic special?



Our eco-experts have developed a 100% recycled plastic material made from waste plastic - Certified by GRS



Our materials are durable and perform as well as any non-eco alternative.

## BRUSH FIBRES

Extra strong to last longer and remain durable.  
Extra tough scrubby brush bristles

## BROOM FIBRES

Feathered ends to gather and hold more dust, covering a larger surface area

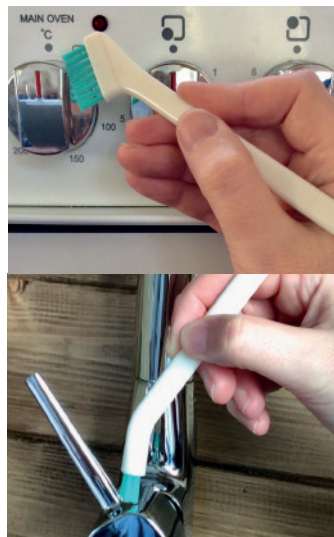
## RUBBER EDGES

Soft runner for durability, cleans uneven surfaces, protects the home

	GREENER CLEANER®	OWN BRAND
Made from waste material	✓	✗
1 year dishwasher guarantee	✓	✗
Extra features on products	✓	✗
Donating to protect our oceans	✓	✗



## New for Autumn 2022



### Introducing 5 new exciting lines for 2022

- New formats for specialist cleaning tasks
- New Autumnal colours



# BOTTLE BRUSH

NEW AUTUMN 2022

## FEATURES

- Made from 100% recycled plastic
- Soft bristles for glass & bottles
- Small head for all size apertures
- Long handle for easy access
- 1 year Dishwasher guarantee



## COLOURS



## PRODUCT DETAILS

ITEM #: GCB020  
 QUANTITY: 12  
 PRODUCT SIZE: 30 x 3 x 3 cm

# BETWEEN THE GAP BRUSHES

NEW AUTUMN 2022

## FEATURES

- Made from 100% recycled plastic
- Mini brushes for small & awkward areas
- Soft bristles for delicate items
- Scraper ends for grime
- 1 year Dishwasher guarantee



## COLOURS



## PRODUCT DETAILS

ITEM #: GCB018  
 QUANTITY: 25  
 PRODUCT SIZE: 15.5 x 3 x 1cm & 15 x 1 x 1cm

# DISH BRUSH

## FEATURES

- Made from 100% recycled plastic
- Tough scrubby bristles for cleaning
- Great brush to clean all dishes and pans
- Extra small precision brush for tough dirt
- 1 year Dishwasher guarantee



## COLOURS



## PRODUCT DETAILS

ITEM #: GCB004  
 QUANTITY: 12  
 PRODUCT SIZE: 31 x 6.5 x 7cm



## POT & PAN BRUSH

### FEATURES

- Made from 100% recycled plastic
- Tough bristles
- Handy size for all cleaning
- Intergrated scraper for burnt on food
- 1 year Dishwasher guarantee



### COLOURS



### PRODUCT DETAILS

ITEM #: GCB001  
 QUANTITY: 12  
 PRODUCT SIZE: 20 x 6 x 5cm

## UTILITY BRUSH

## NEW COLOURS AUTUMN 2022

### FEATURES

- NEW AUTUMNAL COLOURS
- Stiff bristles for cleaning
- Made from 100% recycled plastic
- Versatile brush to clean all kitchenware
- Extra small precision brush for tough dirt
- 1 year Dishwasher guarantee



### COLOURS



### PRODUCT DETAILS

ITEM #: GCB006  
 QUANTITY: 12  
 PRODUCT SIZE: 31 x 7 x 7cm



PURPLE & TERRACOTTA NEW FOR AUTUMN 2022



# GROUT BRUSH

## FEATURES

- Made from 100% recycled plastic
- Perfect for tiles and grouting
- Removes grime with tough bristles
- Narrow head for awkward areas
- 1 year dishwasher guarantee



## COLOURS



## PRODUCT DETAILS

ITEM #: GCB019  
 QUANTITY: 12  
 PRODUCT SIZE: 24 x 7.5 x 2.5cm

# WINDOW WIPER

## FEATURES

- Made from 100% recycled plastic
- Soft rubber blade
- Easy glide on all surfaces
- For windows, tiles, showers
- Hang hole for easy storage



## COLOURS



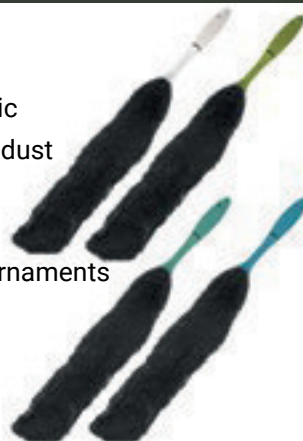
## PRODUCT DETAILS

ITEM #: GCB009  
 QUANTITY: 12  
 PRODUCT SIZE: 26 x 24 x 4cm

# DUSTER

## FEATURES

- Made from 100% recycled plastic
- 100% polyester fibres to attract dust
- Ideal for hard to reach areas
- Hang hole for easy storage
- Use on cornices, cupboards & ornaments



## COLOURS



## PRODUCT DETAILS

ITEM #: GCB011  
 QUANTITY: 12  
 PRODUCT SIZE: 57 x 24 x 24cm



## DUAL ENDED DETAIL BRUSH

### FEATURES

- For Grouts, Sinks & Tricky Areas
- Soft Grip Handle for comfort
- Precision end for fine detailing
- Dishwasher safe

### COLOUR



### PRODUCT DETAILS

ITEM #: GCB017C  
 QUANTITY: 12  
 PRODUCT SIZE: 27 x 3 cm

## SCRUBBING BRUSH

### FEATURES

- Made from 100% recycled plastic
- Tough bristles for stubborn dirt
- Extra pressure handle
- Scrubs floors, tiles & stone
- 1 year dishwasher guarantee

### COLOURS



### PRODUCT DETAILS

ITEM #: GCB002  
 QUANTITY: 12  
 PRODUCT SIZE: 15 x 7 x 10cm

## DUSTPAN & BRUSH

### FEATURES

- Made from 100% recycled plastic
- Soft bristles to catch all dirt
- Cleaning teeth for brush
- Feathered fibre ends for better clean
- Soft rubber front for uneven surfaces
- Clip to hold together brush and pan

### COLOURS



### PRODUCT DETAILS

ITEM #: GCB008  
 QUANTITY: 6  
 PRODUCT SIZE: 31 x 23 x 9cm



# TELESCOPIC BROOM

## FEATURES

- Made from 100% recycled plastic
- Telescopic: Extendable from 79 to 130cm
- Fits all heights
- Collapses for easy storage
- Feathered fibre ends to trap dirt
- Rubber bumpers to stop damage

## COLOURS



## PRODUCT DETAILS

ITEM #: GCB012

QUANTITY: 6

PRODUCT SIZE: 130 (extended) x 30 x 6cm

# LOBBY SET

## FEATURES

- Made from 100% recycled plastic
- Long handled dustpan & brush set
- Soft rubber front to catch all dirt
- Feathered fibre ends for better clean
- Clip together, folding storage for pan & brush

## COLOURS



## PRODUCT DETAILS

ITEM #: GCB013

QUANTITY: 6

PRODUCT SIZE:  
Dustpan 26 x 26 x 83cm  
Brush 19 x 90 cm



*“Greener Cleaner is a key range for us and continues to be an important part of our product philosophy.”*

Gardiner Haskins,  
Homecentre stores



# WHAT THE MEDIA & CONSUMERS SAY...



## AGGIE MACKENZIE'S EXPERT TIPS.....

Check out Greener Cleaner's products, made from waste material. I love the telescopic handle (for all heights and easy storage) broom with its rubber edges and rinse-clean soft bristles.

**My Weekly**



## GREAT ALL ROUNDER BRUSH

I love that this brush is made from recycled plastic, making it a 'green' product, but I am also really impressed by how effective it is at cleaning.

★★★★★ (34) 33 out of 34 customers would recommend this product to a friend



“This is the sixth of these brushes that I have bought. Those that have finished their dishwashing life go on to other tasks around the house and garage and I haven't worn out the original one yet!! They are exceptionally hard wearing.”



“The quality of the plastic far outweighs the vast majority of dust pans you usually see and I can see it will last me many years.”

★★★★★ BARBARA, LANCASHIRE



## BEST CLEANING BRUSH EVER

“This is the best cleaning brush I've ever used. The bristles are firm and feel like they will last a long time. And the whole thing is recycled. A quality product that looks after the planet.”





# WHAT THE MEDIA & CONSUMERS SAY...

## CLEANING HAS NEVER BEEN EASIER

*A professional cleaner advised me to buy this item (actually the whole range) and oh was he right.*



*This cloth is a total game changer... this works amazing it keeps everything shiny and streak free! 100% recommend!*

★★★★★ Game changer! A must for your cleaning caddy  
Reviewed in the United Kingdom on 13 February 2021



*I love the design at the corner.... you can use it to rub away sticky dirt. Handy, will buy again.* Online review, leading online retailer.

*Greener Cleaner want to challenge the notion that eco friendly has to mean a compromise in performance, and I think they have done this.*

IN THE PLAYROOM BLOG



*Very handy-sized washing up pad with a silver side for stuck-on food and soft purple side for general wiping, definitely recommend!*

CLAIRE, WALES

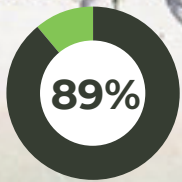
## BIG THUMBS UP

*Does exactly what its supposed to do with the added bonus of being environmentally friendly.*

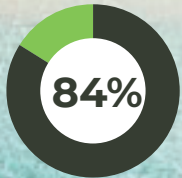
Leading online retailer.



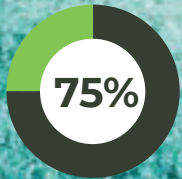
# THE ECO CONSUMER



of women are including something environmentally friendly in their shopping repertoire



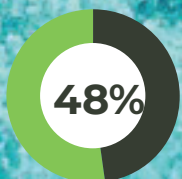
of women are concerned about the environment



say the environment has become more important to them



of women would consider making a sacrifice to buy more environmentally friendly products



of women are swapping brands to more environmentally friendly versions



## WHAT WOULD ENCOURAGE YOU TO BUY ECO?

81% PRICE

If it was the same as current choice

53% QUALITY

If it was the same as current choice

51% AVAILABILITY

Having an environmentally friendly alternative

45% CHOICE

If the shop stocked more of these products

## WHAT MAKES A PRODUCT ECO-FRIENDLY?

