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The Becohanger is made from a tough recycled paper-board material and is 100 per cent recyclable and biodegradable

An eco-friendly alternative to the wire coat hanger

New from Wannabeco is the Becohanger designed to offer premium brands and services a highly audience selective, geographically flexible and ecologically friendly advertising platform.

The Becohanger is made from a tough recycled paper-board material and is 100 per cent recyclable and biodegradable. It is an eye catching product with images and text created in high quality colour eco friendly inks.

The product aims to replace the conventional wire coat hanger found in every household across the UK distributed predominantly by drycleaners and commercial laundries. Each year 100 million wire coat hangers are put into UK landfill where they take centuries to degrade.

effective

The Becohanger has already found a market with large drycleaning operations such as American Dry Cleaning Company, Fantasy Cleaners and Wannabeco's increasingly large network of drycleaning outlets. It can be used for a variety of garments, but is most effective for shirts and light garments such as cardigans, strap tops and skirts.

The scheme works on a simple premise. Drycleaning companies and laundry services sign up to 'The Becohanger Scheme' and receive deliveries of the Becohanger for free. This is because the advertising pays for the product.

'The drycleaners, consumers, and advertisers all do a little bit for the environment - it's a win win situation,' says Wannabeco spokesman Alexander Beattie.

Letter to the Editor

Dear Madam,

I read with interest your article 'Little Things Mean A Lot' in the March edition of *Laundry & Cleaning Today*. It covered two large suppliers of the spray extraction machines and shampoos but failed to mention the Karcher Puzzi 100 machine which is the best and more widely used carpet spray extraction machine throughout the UK.

I would bring to your attention that we offer the Puzzi 100 machine at possibly the lowest price available, together with the Renew Carpet Shampoo and Stain Remover at much lower costs than either Hagerty or Rug Doctor. For an initial outlay of only £325.00 plus VAT, the drycleaner can expect a return on investment in only three months taking into account a rental of only once per week at £25. Also, the ongoing expense of purchasing additional Renew Shampoo is minimal at only £27.50 plus VAT per 12 x 1t. (Approximately half the cost of Hagerty or Rug Doctor!)

In the circumstances perhaps you would consider bringing our service/offer to the attention of your readers in the next addition. They would certainly save money!

Yours sincerely
 Fred Harrison
 Director
 Fred Harrison Ltd
 Northchurch, Herts
www.harrison.inuk.com

Norris steams into future planning

You may have noticed attached to last month's issue a copy of Norris Steam's latest price list. This was the first part of the company's redevelopment plans and was aimed to establish Norris Steam as the first and only call for supplies to the drycleaning trade.

Marketing manager Robert Shepherdson says: "These are the first steps for Norris Steam's expansion plans. We have invested greatly in improving our advertisements. We have completed the first phase which has included a complete redesign of all hard copy literature. We are now focussed on redeveloping the company online, primarily by offering clients the opportunity to purchase products online through our existing website. In the coming months we hope that norrissteam.co.uk will be able to provide a greater service to our clients through our planned regular news updates and greater product information."

Senior director Norris Shepherdson adds: "It is important for the company's future to establish itself on a larger market. When I founded Norris Steam back in 1968 all of



"It is important for the company's future to establish itself on a larger market," says senior director Norris Shepherdson



"We are now focused on redeveloping the company online," says marketing manager Robert Shepherdson

my clients were London based where the major rag trade was. Since the turn of the Millennium a large part of our business has become mail order to the drycleaning trade and ironing services.

"We pride ourselves on our low prices and the fact that we

hold all items from stock. Clients have the assurance that with Norris Steam they can get the goods they need nationwide next day, and in today's business that is vital."

Norris Steam product information is available online at www.norrissteam.co.uk

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