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**FOR IMMEDIATE RELEASE**  
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## PRESS RELEASE

### THE DIRTY TRUTH: HOW CLEAN IS YOUR BATHROOM - REALLY?

#### *Beldray Unveils Antibacterial Bathroom Collection to Tackle Hidden Germs and Bacteria*

**February 2025** - For many of us, the bathroom is a place of relaxation, a space to unwind after a long day. But lurking beneath the surface, unseen bacteria and grime can make this sanctuary a hotspot for germs. Research from a recent Australian household hygiene study found that **toilet flush buttons contained up to 83,000 bacteria per square centimetre<sup>1</sup>**, making them one of the most contaminated surfaces in the bathroom. Meanwhile, **traditional bath mats, when left damp, can harbour mould and mildew**, potentially leading to respiratory issues and skin irritation<sup>2</sup>.

#### Introducing the Beldray Antibacterial Bathroom Collection

Keeping your bathroom pristine doesn't have to be a daunting task. Beldray, a trusted name in home cleaning and organisation, has developed the Beldray Antibacterial Bathroom Collection, designed to make bathroom hygiene effortless. Now available exclusively at Bunnings for just \$9.97 each, this range helps combat bacterial growth where it matters most and includes:

- **Beldray Antibac Bath Pillow** – Designed for comfort and treated with antibacterial protection, this bath pillow remains fresh for longer, ensuring a relaxing and hygienic bathing experience.
- **Beldray Antibac Dispenser & Caddy Set** - This sleek antibacterial set actively resists bacterial growth, keeping bathroom essentials organized and germ-free.
- **Beldray Antibac Silicone Toilet Brush** – Featuring flexible silicone bristles that prevent bacteria build-up, this toilet brush ensures a more sanitary and effective clean.
- **Beldray Antibac PVC Bath Mat** – Crafted for safety and cleanliness, this antibacterial mat provides a slip-resistant, hygienic surface for ultimate peace of mind.

#### What is Antibacterial Technology?

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<sup>1</sup> [choice.com.au](http://choice.com.au)

<sup>2</sup> [anu.edu.au](http://anu.edu.au)





Antibacterial technology is designed to prevent the growth and spread of bacteria on treated surfaces, making it an essential feature for high-moisture areas like bathrooms. This technology works by incorporating special agents that actively inhibit bacteria from multiplying, reducing contamination, odours, and the build-up of harmful microbes. With Beldray's antibacterial treatments, key bathroom surfaces stay fresher and more hygienic for longer, requiring less maintenance and offering greater peace of mind for households.

### **A Smarter Way to Stay Clean**

Beldray's innovative antibacterial range is a game-changer for those who prioritise hygiene without the hassle. According to Natalia Stojanovski, Sales and Marketing at Brand Merchant,

*"Our new Beldray Antibacterial range is designed to provide consumers with affordable and effective tools to maintain a hygienic bathroom, reflecting our commitment to public health."*

She adds:

*"By incorporating these products into daily routines, individuals can significantly reduce the risk of illness and promote a healthier living space."*

Maintaining a germ-free bathroom is not just about aesthetics; it's about safeguarding your health. Whether it's preventing bacteria from spreading through toilet flush sprays or ensuring your bath mat doesn't become a breeding ground for mildew, the right products make all the difference.

The Beldray Antibacterial Bathroom Collection, now available exclusively at Bunnings for \$9.97 each, is an affordable way to elevate your bathroom's hygiene while keeping it stylish and functional.

For more information about Beldray and its product offerings, visit [Brand Merchant's website](#).

*Interviews and product samples are available on request. Please contact Amanda Kuhn [amanda@missymischief.com](mailto:amanda@missymischief.com) / 0410 570 993*

#### **About Beldray**

Beldray, originally established as Bradley and Co. Ltd. in 1872, has evolved over generations to become a trusted name in housewares, synonymous with reliability and consumer loyalty. In the 1950s and 60s, Beldray was among the largest manufacturers of cleaning and safety equipment, notably pioneering the first adjustable-height ironing board—a household essential today. Continuing its legacy, Beldray offers a diverse range of products, including clothes airers, pedal bins, fans, electric fires, and steam mops, all designed to meet the needs of modern homes.

Website: [Beldray - Brand Merchant](#) - Instagram: [@beldrayau](#) - Facebook: [@beldrayau](#)

#### **About Brand Merchant**

Brand Merchant is a leading distributor of premium brands across Australia and New Zealand, partnering with major retailers such as Aldi, Amazon, Bunnings, Chemist Warehouse and more. Brand Merchant is dedicated to connecting world-class brands with consumers by offering a diverse portfolio of products across homewares, small appliances, lifestyle goods, and pet supplies. With a focus on innovation, quality, and exceptional service, Brand Merchant continues to strengthen its position as a trusted name in retail distribution.



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