



FOR IMMEDIATE RELEASE

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PRESS RELEASE

NO MORE SCRUBS? THIS MIGHT BE THE ONE EXCEPTION

The under \$15 gadget making grout grime and greasy corners a thing of the past

April, 2025: Most of us have sworn off scrubbing. It's messy, it's tiring and no one's ever excited about tackling grout on a Saturday. But now and then, a product comes along that makes you rethink your stance and this might just be it. Compact, cordless and surprisingly satisfying to use, this scrubber is changing how we tackle the most dreaded household jobs.

Meet the [Beldray Deep Clean Scrubber Turbo Brush](#), a small but mighty cleaning tool designed to take the pain out of deep cleaning. At under \$15, it's already making waves as a low-effort, high-impact solution for everything from grout and taps to stovetops and splashbacks.

According to cleaning experts, grout is one of the most neglected surfaces in the home, despite being a hotspot for grime. And for good reason: it's fiddly, awkward and often ineffective with traditional methods. Some surveys suggest people spend up to 90 minutes per week scrubbing just to stay on top of the basics. And most of it involves awkward angles or sore arms.

"We wanted to design something that made one of the most annoying chores feel genuinely satisfying," says Natalia Stojanovsku, from Beldray. "The Turbo Brush is all about letting the tool do the work, it's lightweight, affordable and actually makes cleaning feel doable again."

It comes with four interchangeable brush heads for different surfaces:

- **Large bristle brush** – Scrubs grout, tiles and bathroom surfaces
- **Small bristle brush** – Great for stovetops, sinks and smaller crevices
- **Cone brush** – Reaches corners, edges and awkward gaps
- **Soft bristle brush** – Gentle on delicate fixtures and tapware

Powered by an oscillating brush head and fitted with an ergonomic non-slip grip, this cordless cleaner is designed for comfort, control, and serious results, minus the scrubbing.

No sore arms. No streaky grout. No fuss. Just press, glide, and get on with your day. The Beldray Deep Clean Scrubber Turbo Brush is available now for under \$15.

To purchase the Beldray Deep Clean Scrubber Turbo Brush visit: [Bunnings](#).

Download Images of Beldray Deep Clean Scrubber Turbo Brush: [HERE](#)

Download Beldray Full Media Kit: [HERE](#)

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 / 0410 570 993



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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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