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New Australian business tackles single use plastic in cleaning products

Tea Trees Eco Ware (www.teatrees.com.au) launches a revolutionary domestic cleaning product using dissolving tablets and long-life recycled bottles to reduce single use plastic immediately.

According to WWF, Australian's use 130 kg of plastic per person each year. Only 9% of that is recycled. More frightening still, up to 130,000 tonnes of plastic will find its way into our waterways and into the ocean. Introducing a new way to clean your home and hands with the all – new Tea Trees tablet-based cleaning system.

Tea Trees Eco Ware was founded by partners Saskia Angel & Stu Atkins in 2020 after seeing firsthand beaches in Asia completely covered in domestic plastic waste. "With a large family and a lot of plastic waste being generated, we knew our habits had to change. We set about reviewing our own waste footprint and found there was a completely unnecessary amount of single use plastic being generated" says Saskia.

"The cleaning aisle of a supermarket is riddled with single use plastic cleaning products, which is rarely refilled or recycled. The industry isn't committing to reducing environmental impact of plastic quickly enough, so we want to shake up the major players. Most homes (ours included) have many bottles of cleaning product cluttering cupboards which ultimately get thrown away and end up in landfill or worse. We wanted to start a business which actively impacted the amount of plastic waste being saved from landfill", Stu said.

Tea Trees Eco Ware provides an extensive range of domestic cleaning products with a difference – a dissolving 8g tablet, long life fully recycled Australian made bottles and 100% plant-based bamboo & cotton cleaning cloths which can be rewashed hundreds of times.

"We found it amazing that consumers were comfortable paying cleaning companies for products which were made from 95% water. There is little to no opportunity to re-use the plastic bottles and at around half a kilo each bottle, the shipping generates millions of tonnes of CO2 each year. Not only this, but many products are not environmentally friendly, are harsh on our senses and don't clean very well," said Saskia.

The cleaning process is simple – one cleaning tablet is dropped into the Tea Trees long life bottle and your own 500ml of tap water. Wait until the tablet dissolves, and off you go! The range of products includes 'Heavy Lifter' Kitchen Cleaner, 'The General' Multipurpose (heavy duty degreaser and cleaner), 'Glimmer' Glass Cleaner and 'The Bomb' Bathroom cleaner. Also included is 'FOMO' – a foaming hand soap dispenser and dissolving tablet.

"Too often the eco – friendly options are more expensive. Our focus is to not only be completely focussed on improving environmental outcomes, but to be more cost effective. Our refill tablets are \$3.75 each tablet, delivered to your door, making 500ml of cleaning product" Stu says. "Our packaging is all recycled or recyclable – no plastic, no excess, nothing fancy. Simply a great quality cleaning product which is gentle, uses less plastic and reduces clutter in cupboards around Australia."

Over 200 people were involved in testing the formulation and 95% of users said the product cleaned more effectively than the supermarket equivalent and 100% of testers suggested the waste outcomes were vastly improved by using Tea Trees.

Tea Trees Eco Ware is an Australian owned business based in Torquay, Victoria, Australia. Our philosophy is simple... One Bottle, One Tablet, Dissolve, Clean, Repeat.

For more information, please contact Stu Atkins on 0447 132 181 or email stu.atkins@teatrees.com.au