

See the clean.  
Feel the love.

**NEW!**

**ECOS**  
All Purpose Cleaner  
**in Ginger**

- ▶ Gourmet edible scents like Ginger are a fast-rising trend\*
- ▶ Ginger essence adds a boost of power for a faster clean



ecos.com



**GINGER**

GOURMET EDIBLE SCENTS  
LIKE **GINGER** ARE TRENDING UP

**TRIPLING**  
YEAR-OVER-YEAR\*

A poll of 1,955 internet users shows: Almost 40% want a fast, thorough clean. With ECOS Ginger Plus All Purpose Cleaner, they've got it!\*\*

\*Source: <http://gmnmintel.com> @2014 Mintel Group LTD.

\*\* Source: Household Surface Cleaners - US., Nov 2014.

# See the clean. Feel the love.

**Tidying up is fast and fun** with ECOS™ all-purpose cleaners. Plant derived cleaning agents are steeped in essences that add a unique boost of power and fill the air with refreshing scents.



## PARSLEY

**ECOS Parsley Plus®**  
All Purpose Cleaner  
6-22 oz sprayers/case



## ORANGE

**ECOS Orange Plus®**  
All Purpose Cleaner  
6-22 oz sprayers/case



## NEW! GINGER

**ECOS Ginger Plus**  
All Purpose Cleaner  
6-22 oz sprayers/case



## AFFORDABLE ECOS™

APPEALS TO EVERYONE

# 43%

of all incomes and ages  
are buying more  
sustainable cleaners than  
in previous years.\*

## Trending: Consumers Prefer These Scents\*\*



**Orange** | Citrus | Trends 300% higher than all others



**Ginger** | Gourmet Edible | 2nd most desired, almost tripling YOY



**Parsley** | Green/Herbal/Woody | 3rd most desired, 75% up YOY

\*Source: Mintel, 'Changes in Green Purchasing Behavior', Marketing to the Green Consumer, 2014.

\*\*Source: <http://gmnintel.com> ©2014 Mintel Group LTD.

