



Bring back the rebel



1980's
VISIONARY

Pioneering a new market

● 1979





1980's
VISIONARY

Pioneering a new market

● 1989





1980's
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1985-1995
LEADER

Redefining the norm

1991



DOLPHIN



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1985-1995
LEADER

Redefining the norm

1992





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1985-1995
LEADER

Redefining the norm

● 1993

Every year in the UK we generate a over 20 million tons of household waste. On average, no more than 5% of this material is recycled, the remaining 95% is either incinerated or dumped in landfill sites.*

The government has set a target of 25% recycling by the year 2000 - but recycling still takes energy. We believe that wherever possible the future development of a sustainable economy will depend on reuse - for Ecover products that means REFILL.



* source: DoI, waste strategy for England & Wales.

ECOVER[®]

EFFECTIVE PRODUCTS FOR PEOPLE WHO CARE ABOUT A CLEAN ENVIRONMENT

Be the one of the first to offer it to your customers

ECOVER[®]



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● 1993



UNEP

United Nations Environment Programme



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LEADER

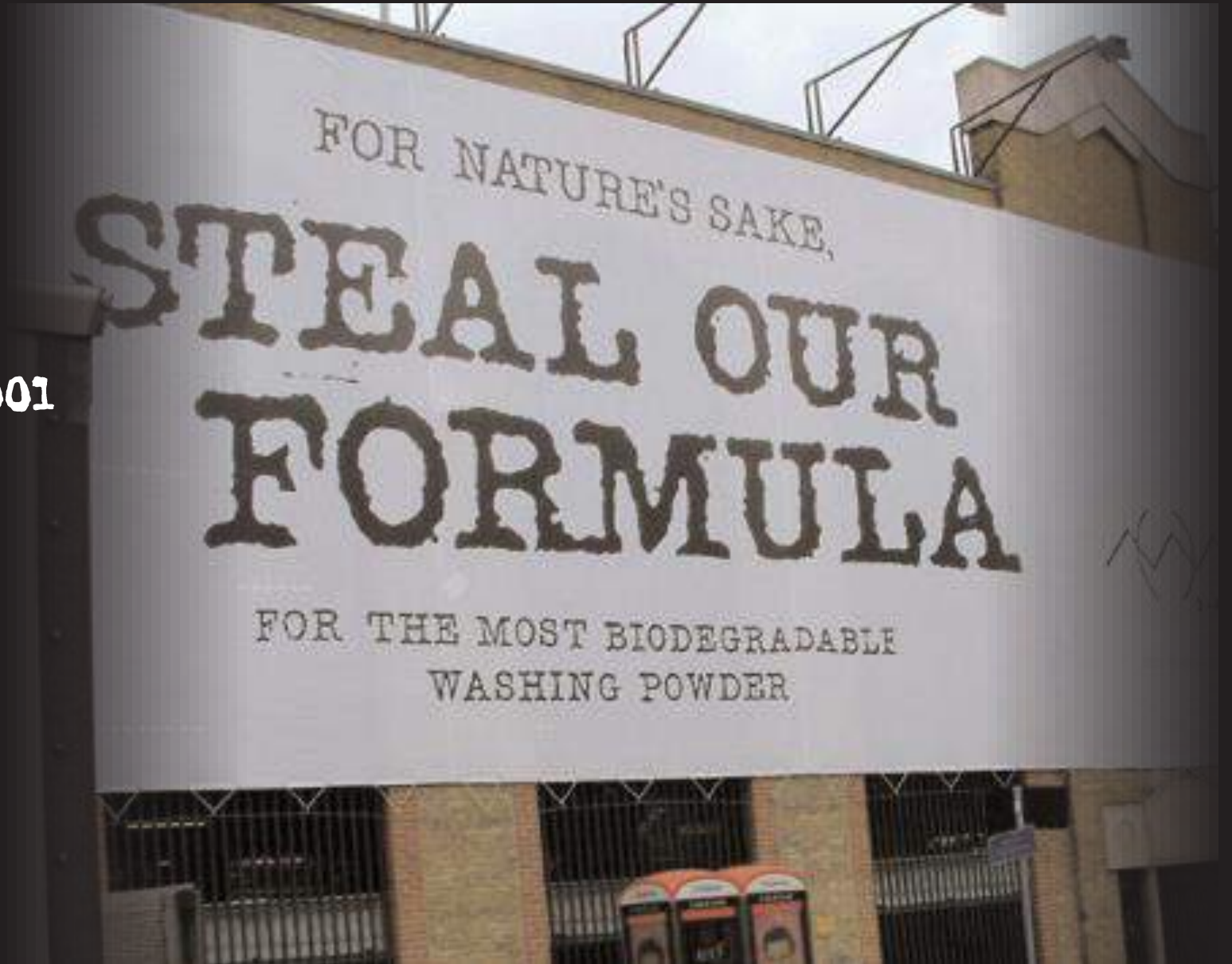
Redefining the norm



1995-2010
CHALLENGER

Challenging the big boys

● 2001





1980's VISIONARY

Pioneering a new market



1985-1995 LEADER

Redefining the norm



1995-2010 CHALLENGER

Challenging the big boys

● 2008





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1985-1995 LEADER

Redefining the norm



1995-2010 CHALLENGER

Challenging the big boys

● 2009



**SPECTACULARLY POWERFUL.
SUPREMEY ECOLOGICAL.
LOOKS LIKE WE REALLY HAVE CLEANED UP.**

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam zom nonummy eismod
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1995-2010
CHALLENGER

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2010-2015
FOLLOWER

Surviving in a crowded market

● 2012





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2010-2015
FOLLOWER

Surviving in a crowded market



2015-2020
MISSIONARY

Reframing our brand's
purpose

● 2014





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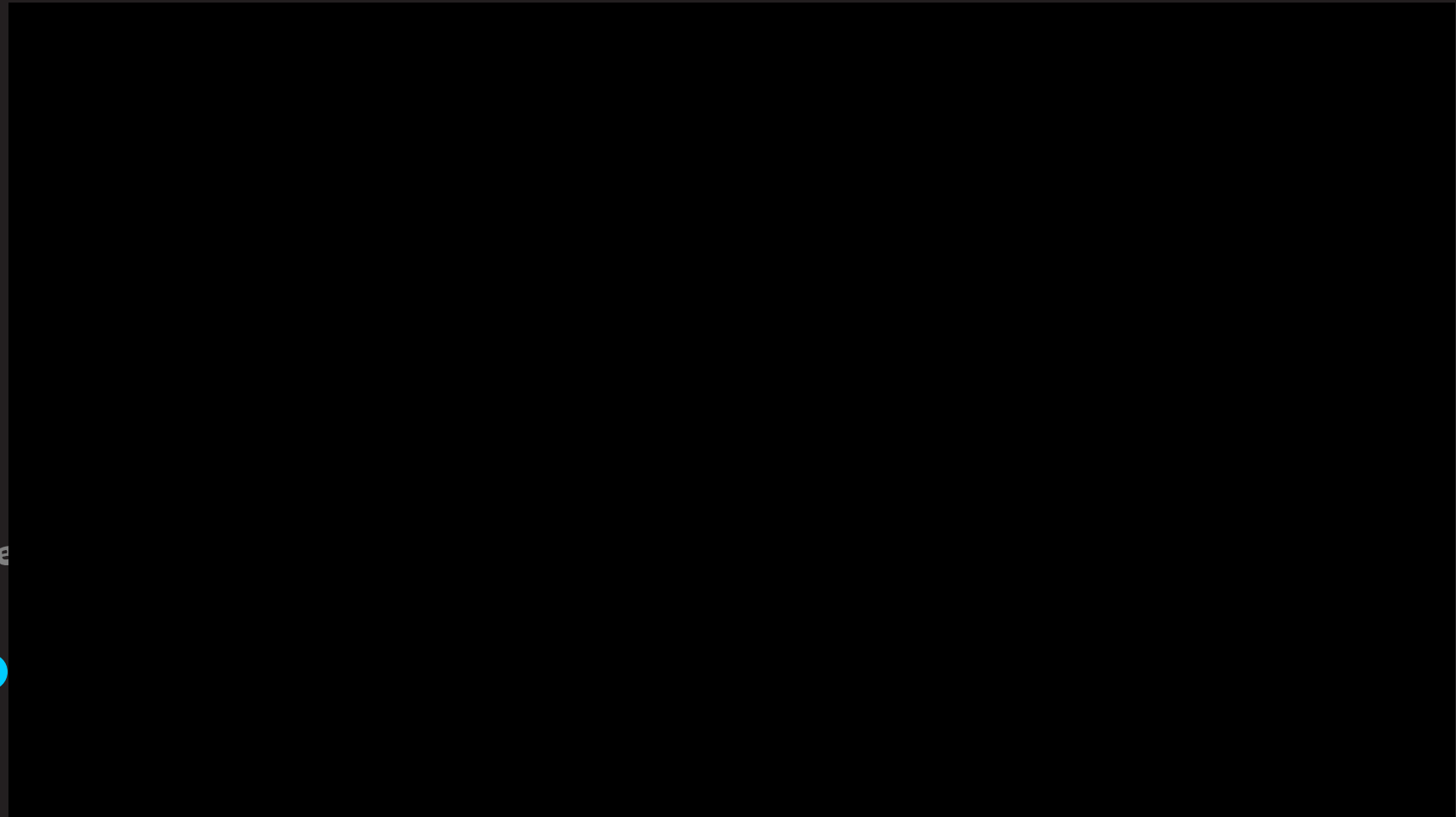
2010-2015
FOLLOWER

Surviving in a crowded market



2015-2020
MISSIONARY

Reframing our brand's purpose





PIONEERING
THE FUTURE

PA
ST



PRES
ENT



up to **700.000** tons
of citrus waste

FUTU
RE





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1985-1995 LEADER

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1995-2010 CHALLENGER

Challenging the big boys



2010-2015 FOLLOWER

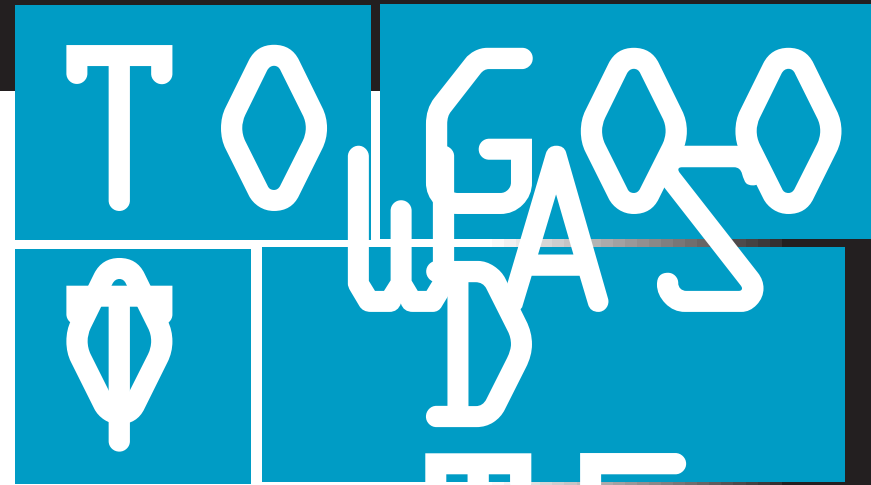
Surviving in a crowded market



2015-2020 MISSIONARY

Reframing our brand's purpose

● 2019



THE FORMULA INCLUDES AT LEAST 25% WASTE INGREDIENTS FROM THE BEER BREWING PROCESS (WATER AND ETHANOL). THE BOTTLE IS MADE OF 100% POST-CONSUMER RECYCLED PLASTIC.

MADE IN OUR ZERO WASTE CERTIFIED FACTORY.

THE FRAGRANCE CONTAINS A SMALL AMOUNT OF APPLE OIL EXTRACTED FROM RESIDUAL PUREE

FROM JUICE PRODUCTION.



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2015-2020
MISSIONARY

Reframing our brand's purpose



TOO GOOD TO WASTE

EXCLUSIVE PERSONAL INVITATION

HACKATHON

POWERED BY ECOVER & CATALISTI

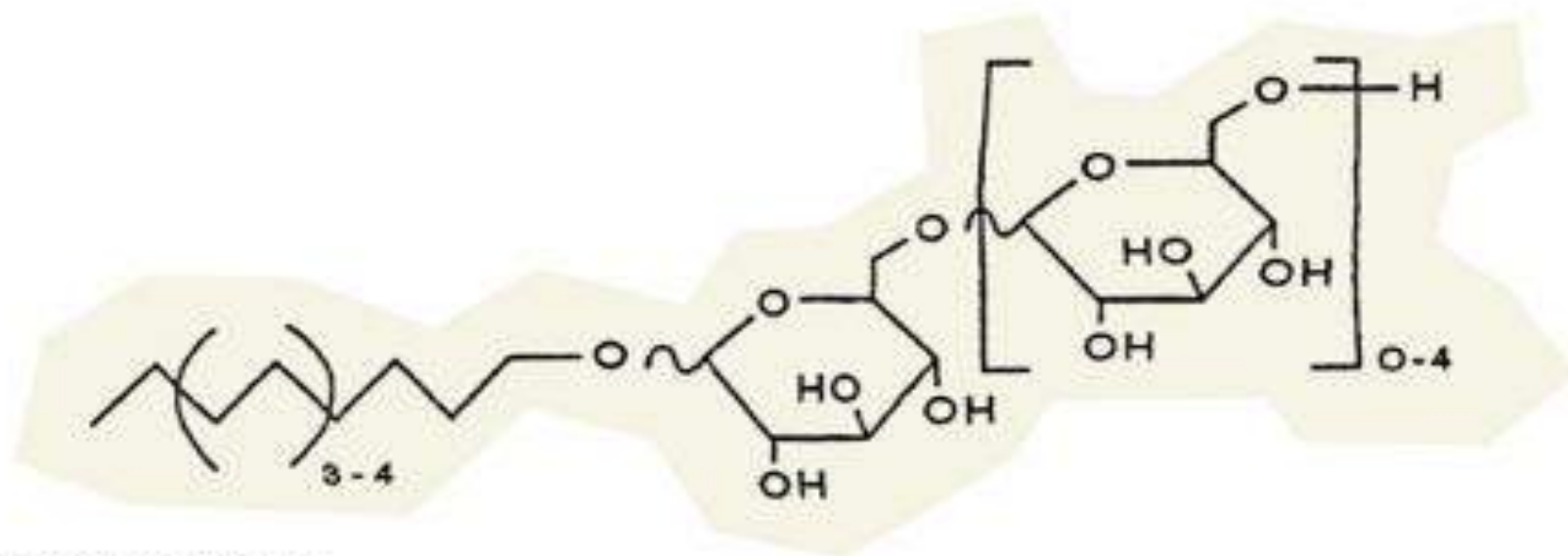
CAN WE SEE **WASTE** AS A **SOLUTION** RATHER THAN A PROBLEM?
WE THINK SO.

● 2019

FOR NATURE'S SAKE,

STEAL OUR FORMULA

FOR THE MOST BIODEGRADABLE WASHING POWDER



see www.ecover.com

ECOVER

we couldn't care more.





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Get nature on your side.

Limpiador de Vidrio
Liquid-13
Detergente

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25
All-in-One Dishwasher Tablets

Elimina las manchas
Elimina los olores
Elimina la suciedad

ecover
Get nature on your side.

Bathroom Cleaner
tablets high soap

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Get nature on your side.

Limpiador de Vidrio
Liquid-13
Detergente

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Limpiador de Vidrio
Liquid-13
Detergente

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Limpiador Multisuperficies
Detergente Lava Todo
Detergente Multisuperficies

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Limpiador Multisuperficies
Detergente Lava Todo
Detergente Multisuperficies

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Blanqueador Oxigenado
Blanqueador Oxigenado
Blanqueador Oxigenado

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Get nature on your side.

Stain Remover
tablets
tablets

take aways

- Price - green
- Quality
 - i. Odor
 - ii. Color
 - iii. Contaminants
- Feedstock/consumer story is key!



Thank you