

Press Release

Release date: 19th September 2009

Binifresh Launches Online Sales

Bini Products have launched their online sales channel ahead of Binifresh's nationwide release in ASDA stores across the UK later this month.

Binifresh is a compact hygiene device, designed to fit a wheelie bin and automatically emit a purposely formulated spray every 4 hours to ensure that the wheelie bin stays hygienic & fresh.

Demand for the product has grown amid rising concern from householders, following local Council decisions to alter the frequency of waste collections to fortnightly periods in many areas across the UK.

The product has already launched in Lakeland, selling more than 300 units in the first three weeks, proving the demand for such a device. It will be rolled out nationwide into ASDA stores in less than two weeks time.

Daniel Woolman, managing director of Bini Products commented, "We were receiving requests from customers daily as to where they could purchase the products online so it seemed like a natural progression to ensure they could purchase them direct from Binifresh.com."

The Binifresh Starter Kit, which includes one unit and refill, retails at £17.98 online and comes with free shipping within the UK. For further information about the product or to purchase online visit: www.binifresh.com

-- ENDS --

For further information contact Tricia Fox on 01738 658187 or mobile 07989 955039