

## **Press Release**

**Release date: 6<sup>th</sup> October 2009**

### **Binifresh Signs Deal with John Lewis**

Hot on the heels of their nationwide in launch in ASDA, Bini Products, makers of Binifresh, the compact hygiene device designed to fit a wheelie bin and automatically emit a purposely formulated spray every 4 hours, have signed a distribution deal with top retailer John Lewis.

The product has already launched in Lakeland, selling more than 300 units in the first three weeks, and went on sale nationwide in ASDA this weekend.

The hygiene device ensures that the wheelie bin stays hygienic & fresh and is in strong demand amid rising concern from householders about problems with household waste, following local Council decisions to alter the frequency of waste collections to fortnightly periods in many areas across the UK.

Daniel Woolman, managing director of Bini Products commented, "The speed of uptake for the product has been very promising. Within the space of two months, we've signed deals with some of the UK's major retailers. This recent deal with John Lewis is excellent news for the company."

The Binifresh Starter Kit will be available in John Lewis stores across the country from 20<sup>th</sup> October 2009, and includes one unit and two refills, will retail at £19.98. For further information about the product visit: <http://www.binifresh.com>

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