

l'alimentation

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Extract from the article

ECO-FRIENDLY SOLUTIONS: The wheel turns

by Denyse Perrault

LAUNDRY DETERGENT SHEETS

Prelam Enterprises has created a new kind of laundry detergent that has just appeared on the market. It is a laundry sheet that dissolves completely in water. Prelam's Co-founder and Vice-president, Luc Jalbert, says that it took one year to develop this innovation. "Unlike other soaps, Dizolve™ contains virtually no water and zero phosphates, he emphasizes. Its formula is concentrated and its cleaning power is equal to any of the other great brands. The sheets are made with coconut derived cleaning agents that works with all washing machine types, is entirely biodegradable and safe for septic."

Lighter and more compact, the packaging is made from recycled and recyclable cardboard that contributes to lower transport costs. Products are available in three scents: Unscented, Fresh Linen and Lavender and are available in four formats: 22, 44, 64 and 96 loads.

"We believe that the success of Dizolve will make a difference for our planet by revolutionizing the detergent world, says Luc Jalbert. In addition, Dizolve laundry sheets can be use in hot or cold water and are easy to carry while traveling".

Other arguments in favor of Dizolve: say goodbye to measuring cups for the wash, you only needs to use half a sheets or a full sheet for large loads or heavily soiled clothes. Furthermore, no need to store bulky bottles.

Regarding their product Just 'a Drop, the odor eliminator that is used in the toilet bowl, nothing new to report except the addition of new fragrances like Floral Oasis and Refreshing Spring. Finally, Prelam provides various displays to allow merchants to highlight their Just'a Drop and Dizolve products.

