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**NEW NETHERLANDS DISTRIBUTOR FOR EUCALAN NO RINSE DELICATE WASH: DE BONDT TEXTIELFOURNITUREN B.V.**

Eucalan Inc. has been busy and is so pleased to have recently signed with 4 new distributors over the past year, the latest being De Bondt Textielfournituren B.V. out of Tynaarlo, The Netherlands. In its 22nd year of business, this family-run Canadian company is enjoying increasing popularity in the Delicate Laundry Wash category and has been steadily expanding its global distribution.

Eucalan manufactures an eco-conscious laundry product that is a No Rinse Delicate Wash. This “rinse and spin” formula is scented with essential oils of eucalyptus, lavender, grapefruit and is also available in natural (unscented). By hand or machine, this lanolin enriched concentrate provides natural conditioning and static protection to fibres, while it gently cleans. Perfect for all delicates like lingerie and hosiery, swim and workout wear, cashmere and woolen knitwear, silk shirts and hand-made items; Eucalan’s no rinse formula keeps garments looking like new. Free of phosphates, bleach, synthetic fragrances and dyes, Eucalan is biodegradable, non-toxic and uses only half the water required for typical delicate laundry products.

De Bondt Textielfournituren B.V. is an established haberdashery distributor and more recently knitting wool including Scheepjeswol and the Lopi yarns from Iceland. “These yarns fit perfectly in today’s demand of natural yarns. Eucalan provides an easy wool-care solution and we are pleased to have the opportunity to offer it to our retailers.” says Job De Bondt.

De Bondt Textielfournituren B.V. and Eucalan were introduced via a mutual customer. Mary Ellen and Harold Edgar, owners of Eucalan, happened to be on a business trip to the UK while talks were progressing. They quickly made plans to visit the De Bondt family at their warehouse in Tynaarlo. The meeting was very productive and after a tour of their extensive and well-organized facility it became apparent that Eucalan was a good fit with De Bondt’s other lines. The De Bondt family is open to new ideas, understands their market, and appears to have a very good relationship with their customers. Mary Ellen commented “we received a warm welcome and I feel that our corporate values and goals are very similar, which gives promise to a long and mutually rewarding business relationship.”

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