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**BUSINESS:** Eucalan sells eco-friendly laundry products

## Family business marks 20 years of growth

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Expositor Staff

PARIS — Mary Ellen and Harold Edgar and their family on Tuesday celebrated two decades of growth for their business.

"We're selling our product in 10 different countries and counting," said Jennifer Edgar, the couple's daughter-in-law and the company's managing director.

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*Jennifer Edgar, managing director of Eucalan, which was started by her in-laws Mary Ellen and Harold Edgar*

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Located at 65 Silver St. in Paris, Eucalan sells no-rinse, non-toxic and eco-friendly laundry products in lingerie and ladies wear boutiques, knit and craft shops and baby retailers around the world. The company's products are sold as far away as Japan, Australia, New Zealand and Switzerland.

"It's really good for baby clothing and blankets as well as for lingerie," Edgar said. "I use it for cashmere, which I wear year round. I have clothing I purchased a few years ago that still looks brand new, even though it's been washed several times."

The company began after Mary Ellen and Harold returned home from a trip to

New Zealand and Australia where they became familiar with "no rinse wool wash."

Mary Ellen tested the product and found that her best red and white argyle wool sweater washed beautifully and, at the same time, she saved time, water and energy because of its no-rinse benefit.

They brought the concept home and launched a new business that involved a hand lotion and no-rinse laundry. The hand lotion side of the business didn't catch on but the no-rinse laundry concept did and the company has been enjoying steady growth since it started.

Initially, the Edgars sold to local yarn shops. The company's big breakthrough came after she sold a case of her product to a merchant who promoted hand-knitted sweaters at the Canadian National Exhibition.

The company name — Eucalan — is the combination of two ingredients of the original product formula, eucalyptus and lanolin. The eucalyptus scented product is still available, along with other products launched by the company over the years.

"They (Mary Ellen and Harold) have a farming background and one of the things you learn on the farm is how to take care of your things," Jennifer Edgar said. "You also learn about conservation. Conserving water is something you do all the time."

"You also learn about entrepreneurship."

The company's products are manufactured in Toronto but its head office is in Paris and has four full-time employees. It has a history of supporting local organizations and charities including activities at the Paris fairgrounds. Eucalan has



BRIAN THOMPSON The Expositor

Mary Ellen and Harold Edgar hold one of their no-rinse delicate wash products at Eucalan on Silver Street in Paris. The Edgars held an open house Tuesday, marking their company's 20th anniversary.

also provided products for goodie bags at various functions over the years.

The birthday celebration on Tuesday included tours of the company's Silver Street facility.

"As president, I am more of an adviser, ambassador and scout," Mary Ellen said in a prepared statement.

"I'm always on the lookout for potential customers and remain driven to provide the very best service and the very best product at the very best price — and to succeed in business in a fair and honest way."

### On the Web

For more information on Eucalan and its products, visit [www.eucalan.com](http://www.eucalan.com).