

BLUELAND CREATES CLEANING PRODUCTS IN TABLET FORM

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New York – A new direct-to-consumer brand has launched with a range of cleaning products that eliminate the need for single-use plastic packaging.

Sold as a refillable system, Blueland's Clean Up Kit includes three reusable bottles and three different cleaning tablets for multi-surface, glass and mirror, and bathroom usage. The tablets can be dissolved in water to create non-toxic household cleaners and will retail for £1.50 (\$2, €1.80) per refill. In future, the company also plans to release other sustainable cleaning and personal care products.

'When people hear eco-friendly, they assume the products will be less effective, more expensive and more work,' says Sarah Paiji Yoo, CEO and co-founder of Blueland. 'We're flipping this on its head with cutting-edge formulas, readily biodegradable packaging, and money-saving \$2 refill tablets.' In a similar vein, our [Home Cleaning Market](#) explores design-led, eco-friendly start-ups who are transforming the image of household cleaning.