



17 July 2018

BECQ - Good, Clean Fun!

Award-winning social enterprise, CLARITY-The Soap Co. is happy to announce the launch of its sister brand, BECQ - putting meaningful change for disabled and disadvantaged people firmly into the supply chain of organisations seeking to save water and do good.

BECQ is a Better Considered movement. Making things better:

- For the visually impaired, disabled or disadvantaged people who make it
- For the people who use it, because it's vegan, readily biodegradable, hypo-allergenic and never tested on animals
- For the environment, because one 5L container provides 6250 doses - 2.5x more than liquid hand soap and can save up to 1760L of water

In answer to the rising demand for brands with authentic purpose, BECQ appeals to the sense of optimism in us all that we can make positive societal change. With 25% of a company's market value attributed to its reputation¹, and the critical importance of attracting millennial talent into their organisations, and specifically supply chain roles; BECQ's launch could not have come at a better time.

BECQ is available in 5L containers with branded 400ml and 900ml dispensers. The water saving eco-foaming hand wash, with a list price of £21.75 ex VAT is available *Fragrance Free* and in two planet friendly and eco-certified fragrances: *Honey Blossom* and *Wild Berries*.

¹ [World Economic Forum](#)

Camilla Marcus-Dew, co-founder of The Soap Co. said: “BECQ is a bold new launch that will attract businesses who value transparency, sustainability and great design. We have left no stone unturned in setting a whole new standard in environmental credentials, and every 5L container of BECQ sold creates one hour of employment for someone who has a disability or a long-term health condition. Switching the soap in your office bathrooms could be more powerful than you ever thought.”

The BECQ foaming hand wash, made with 100% eco certified ingredients, is vegan, organic, readily biodegradable, hypo-allergenic, gluten and GMO free. Free from sulphates such as SLS and parabens it is quantifiably environmentally friendly.

Specifically, compared to standard liquid hand wash, foaming technology reduces the amount of water used by at least 10%², saving 1760L per 5L container. With 6250 doses per 5L container, it lasts twice as long as liquid soap³ and reduces overall consumption of plastic too!

Originally developed in co-operation with the Cabinet Office, the range reinforces the magnitude of BECQ’s societal intention. Peter Holbrook CBE, Chief Executive of Social Enterprise UK said: “This is a fantastic example of what’s possible when the public, private and social enterprise sectors collaborate to bring a commercial solution to the market that will change the lives of disabled people. We would now like to see other government departments, as well as more businesses, follow in their footsteps.”

As an award-winning not-for-profit social enterprise, founded in 1854, CLARITY-The Soap Co. is dedicated to creating meaningful employment for their staff, 80% of whom are visually impaired, disabled or disadvantaged. They aim to set best practice at every stage, from ingredients sourcing through to its ‘green and clean’ manufacturing methods to deliver the triple bottom line: people, planet and profit. Every year they create over 10,000 days of employment and its ambition, with the launch of BECQ into corporates, is to generate 1,000 days of employment in 2018, along with the 2000+ days generated due to the range also launching in supermarkets, enabling even more people to have a positive impact on the world around them through their consumer choices.

² http://www2.debgroup.com/sites/default/files/Water%20Savings%20Paper_1.pdf

³ http://www2.debgroup.com/sites/default/files/Water%20Savings%20Paper_1.pdf

The BECO range was designed by forpeople as part of their forgood pro bono programme. forpeople is a multi-disciplinary creative agency, designing distinctly human solutions for some of the world's most interesting and innovative brands. The BECO identity takes strong cues from its sister brand, The Soap Co. which was created by the award-winning Paul Belford Ltd design agency in 2015 and won a prestigious D&AD design award.

Founders of forpeople, Michael Tropper and David Summerfield said: "forpeople teamed up with CLARITY-The Soap Co. to develop a brand that doesn't just look good but does good too. Working side by side throughout the creation of BECO, we've collaborated across all elements of strategy, identity, language and design. Beginning a journey together, which we hope is just the start of a very successful partnership."

As well as being available to consumers in 250ml bottles in Waitrose, Sainsbury's, and the Co-op from Summer 2018, BECO is also available through all major UK supply chains including via distributors Bunzl UK and Ireland, Jangro Ltd and Zenith Hygiene Group Plc. This means access to all of the social and environmental benefits of engaging social enterprises without increasing the number of suppliers.

To find out more about BECO please:

Visit www.betterconsidered.org Facebook and Instagram [@BECO.UK](https://www.instagram.com/@BECO.UK).

Please also visit www.clarityproducts.org/eco and watch this space for super awesome eco products coming soon from our The Soap Co. range www.thesoapco.org.

Ends



The new BECO range

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The Soap Co. is an ethical luxury brand with products that are good and do good. Based in East London, and with a traditional workshop in the Lake District, The Soap Co. creates body care products with sophisticated fragrances, minimalist design and a strong social and environmental ethos.

It is part of CLARITY, the UK's oldest social enterprise (founded in 1854) which has produced soap for 80 years. 80% of its staff are visually impaired, disabled or otherwise disadvantaged. All the profit goes back into providing jobs and training. Over 10,000 hours of employment are created annually for its staff which has helped dozens transition into full time work elsewhere.

