

8 August 2019

Design for good, The Soap Co. to be used across The G1 Group, one of the UK's leading hospitality providers

In a major win for social enterprise The Soap Co., The G1 Group in Scotland is to use its luxury, cruelty-free bath and beauty products across its full hotel portfolio in Scotland, including at the iconic **The Scotsman Hotel** in Edinburgh.

The G1 Group is Scotland's largest and most diversified hospitality group. **Lesley Welsh, Chief Operating Officer**, explains why The G1 Group has switched soap for social good: "We are delighted to have partnered exclusively with The Soap Co. across all of our hotels. Our hotel brand portfolio is extremely diverse - yet we felt that the overarching message and objectives of The Soap Co. fit so well within them all. It seemed like a very natural fit for us.

"Having been on a learning journey with The Soap Co. and finding out in great detail about the wonderful work they do to create employment for so many people with disabilities, we have been working hard to roll out their story both to our valued customers and great employees. We want to create a real difference with The Soap Co, and we look forward to introducing even more products and retail opportunities into our venues."

The new partnership marks The Soap Co. entering the luxury hotel market for the first time in a concerted way, building on its initial win with the iconic Bankside Hotel in London. The G1 Group will be taking The Soap Co.'s Geranium & Rhubarb Shampoo and Body Wash from the Eco & Bee Friendly Collection and the Black Poppy & Wild Fig Hand Wash and Hand Lotion from the Original Collection. All the products will be supplied through national distributor, Instock Group, based in Scotland.

The initial roll out will see The Soap Co. products in **The Murrayfield Hotel's** bedrooms, **Inn on the Mile's** bedrooms and public bathrooms, all bedrooms and bathrooms in both the **STAY Central Hotel** and **Grassmarket Hotel** and, last but not least, in The Scotsman Hotel's stunning new cinema and all of its public-facing toilets – with all bedrooms coming on

board by 2020. Finally, **The Palm Court Hotel** will be using The Soap Co. throughout by Autumn 2019.

Barry Makin, General Manager of The Scotsman Hotel, adds:

“The Scotsman Hotel is synonymous with luxury living. Our guests expect the very best. All of our supplier partnerships are carefully selected to ensure they offer excellent quality and The Soap Co. products are delivering on that expectation beautifully. The feedback from our guests and staff has so far been excellent, with an already high demand for a “take home” retail option. Our guests particularly love the provenance of the brand, and the fact that the product is produced in small batches.”

“We are super pleased to be partnering with The G1 Group in Scotland,” explains **Camilla Marcus-Dew, co-founder of The Soap Co.** “It quickly became clear that they were looking for a unique brand whose eco and ethical values aligned with their own. The Soap Co. is truly designed for good and is a response to growing interest in clean beauty and the call for 100% transparency throughout the supply chain. We place great emphasis on creating award-winning products - lessening any negative impact on our planet and continuing to stand behind our ‘no compromise’ approach.”

It is anticipated that sales of The Soap Co. to The G1 Group will create 3,250 hours of employment this year for people with disabilities and long-term health conditions at its semi-automated green energy factory in London’s East End and at its workshop near The Lake District. Many of The Soap Co. products are made in small batches and by hand, lending them a beautiful and bespoke feel.

The Soap Co. are on a journey to plastic free with their aluminium bottles range launching by 2020 - with all bar soaps already carrying the *Plastic Free Trust Mark* from planet warriors, **A Plastic Planet**. This is in line with its goal to become a brand synonymous with the Circular Economy, eliminating waste and pollution wherever possible, and their continued commitment to ‘The Planet Mark’ throughout their organisation.

To switch your soap for social good and to help create meaningful work with people with disabilities, please contact Clem b2b@thesoapco.org. Designed for good – The Soap Co. is the perfect luxury fit for your bathroom or washroom www.thesoapco.org.

Ends



The Grassmarket Hotel, Edinburgh



The Scotsman Hotel, Edinburgh

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Notes to Editors:

CLARITY & Co. is one of the UK's foremost social enterprises having been founded in 1854. Our purpose is to enhance the lives of people with disabilities or long-term health conditions,

along with their friends and families, through meaningful permanent or transitional employment, because we see the greatness in everyone. We cherish personalities and give friends and family some freedom from caring. We are a place where people find their place.

Today CLARITY & Co. generates over 10,000 days of employment every year for people with disabilities or long-term health conditions through the manufacturer and sale of our three eco-ethical, everyday and luxury household, bath and beauty brands – The Soap Co., BECO. and CLARITY. We want to continue to achieve this without compromise, and continually strive to develop both sustainable and eco-friendly products, and proudly carry The Planet Mark™ – awarded for our dedication to sustainability and our commitment to reduce our carbon footprint by 5% annually. **We don't see disability, we see workability because work lifts lives; raising self-esteem, increasing confidence and building independence. And at CLARITY & Co. that's what we work for – every working day.**

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