



10 October 2019

**Luxury bath and beauty social enterprise brand The Soap Co., has partnered with Global Amenities Direct (GAD) for worldwide distribution to the premium hospitality sector**

The Soap Co. eco and bee friendly hotel collection is capitalising on the increasing demand for sustainable and reusable packaging that reduces plastic waste and pollution. It demonstrates market leading eco and sustainability credentials – as well as creating socially measurable outcomes. Most importantly, every pallet of products sold creates meaningful work for people with disabilities. Some 80% of The Soap Co. workforce have a disability or long-term health condition, with the majority of staff having a visual impairment. All revenues from The Soap Co. are re-invested to generate employment opportunities for some of society's most vulnerable people.

The new partnership with GAD will allow The Soap Co. to benefit not only from GAD's extensive sales, marketing and distribution networks but also from the knowledge and longstanding relationships in the sector that will bring market leading approaches to reducing and eliminating plastics over time in the hospitality supply of guest amenities.

Years in the making the GAD team have resisted selling miniatures whilst coming back to the hospitality market with only remarkable products and partnerships. GAD brings the award-winning The Soap Co. to its luxury portfolio as a statement to show that closed loop supply chain approaches can also bring social good. They will leverage economies of scale to promote the social enterprise brand to procurement managers seeking innovative products that are planet-friendly, espouse a social cause and demonstrate a meaningful corporate social responsibility strategy. Good for the customer – The Soap Co.'s eco-formulation provenance is exceptional. Great for the hotel's guest relationships - the stainless-steel packaging demonstrates a new level of eco-awareness for the hospitality

industry. In addition, GAD promises an economical, plastic-reducing approach that has never before been achieved.

Camilla Marcus-Dew, co-founder of The Soap Co. shares:

“We are really excited to be partnering with GAD. As a not-for-profit organisation the only way we can accelerate our growth and reach international audiences is to team up with one of the world’s best distributors of premium brands to the hotel market.

“In 2019, the G1 Group, Scotland's largest and most diversified hospitality group, with a collection of over 50 venues featuring the iconic The Scotsman Hotel in Edinburgh, started to use The Soap Co. widely in its bathrooms and public washrooms to great plaudits – a blueprint we hope that GAD will be able to replicate globally and we hope to accelerate even faster with more and more plastic free products coming to market.”

Lara Morgan, Chairman GAD, says:

“As an entrepreneur, I have benefited immensely from supplying the luxury hotel sector commercially. The determination to bring revolution not evolution to hospitality has been a project that has been years in the making since we sold Pacific Direct over a decade ago. I am once again surrounded by a team of outstanding professionals. My team and I are both emotionally delighted, enthused and energised by the changes we can bring in the partnerships and brand licenses we recommend. Underpinned by years of operational knowledge and respect for the housekeeper, everything we bring has to be better for the service relationship - whilst reducing waste in products and plastic use that guests wish to see.

“The Soap Co. embodies this product, philosophy and brand evolution perfectly. The Soap Co. range is at the heart of the way we bring award-winning, remarkable, highly valued, genuinely useful amenities and approaches to luxury hospitality. The Soap Co. brand will bring measurable reductions in waste and plastic-use – leading to a greater appreciation by guests seeking authentic hospitality that makes better eco and social choices.

The Soap Co. is trailblazing the way for partnerships that marry social enterprise with commercial private ventures as an increasingly effective way to scale up social businesses, building upon its new and successful partnership with retail experts Aspects Beauty. The new GAD-The Soap Co. relationship will present ground-breaking and exciting initiatives that anticipate a more socially and environmentally conscious future for the hotel sector.

GAD will be showcasing The Soap Co. and its evolution to #plasticfree with infinitely recyclable aluminium bottles at The Independent Hotel Show at Olympia, London on the 15 and 16 October 2019 <https://www.independenthotelshow.co.uk>. Visit GAD at Olympia and pre-order your aluminium bottles – [thesoapco.org](https://thesoapco.org) – #DesignedforGood

Ends



The new recyclable aluminium bottle from The Soap Co.

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**Notes to Editors:**

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To switch your soap for social good and to explore CLARITY & Co.'s brands that are designed for offices and business environments, please contact:

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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.

[BECO.](#) is a new feel good, socially enterprising and better considered soap range putting real change in the hands of people across the UK. Not only does BECO. save water, all ingredients are 100% eco-friendly, vegan friendly, cruelty free, and hypoallergenic.

Both The Soap Co. and BECO. are part of [CLARITY & Co.](#), 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.