



11 November 2019

### **Forward-thinking social enterprise, CLARITY & Co. reinvents itself on its 165<sup>th</sup> anniversary**

2019 marks social enterprise CLARITY & Co.'s 165<sup>th</sup> anniversary. Having been founded in 1854 as CLARITY Employment for Blind People, this year has seen the organisation adopt a new name and undertake a major organisational rebranding with the launch of a revised logo, updated manifesto and accompanying video featuring many of CLARITY & Co.'s employees [www.youtube.com/watch?v=-7IWKEg4VA](http://www.youtube.com/watch?v=-7IWKEg4VA) .

In addition, CLARITY & Co. recently unveiled its re-designed contemporary website [www.clarity.org.uk](http://www.clarity.org.uk) encapsulating the rebrand and the social enterprise's history, evolution, social mission, people and products.

2019 has also seen Willmott Dixon Interiors – fit out and refurbishment specialists – bring CLARITY & Co.'s offices up to date with a new-build kitchen and canteen area, improved step-free access for people with disabilities to the front entrance and a re-designed board room. This work was all carried out free of charge as a part of Willmott Dixon's corporate social responsibility agenda and its ongoing management trainee programme.

CLARITY & Co.'s new manifesto describes its purpose:

*Today we generate over 10,000 days of employment every year for people with disabilities or long-term health conditions through our eco-ethical and everyday bath and beauty brands – The Soap Co., BECO. and CLARITY. We aim to achieve this without compromise, and*

*continually strive to develop both sustainable and eco-friendly products which can be found in national retailers, premium department stores or online. Work lifts lives; raising self-esteem, increasing confidence and building independence. And at CLARITY & Co. that's what we work for – every working day.*

In September, CLARITY & Co. held its 165<sup>th</sup> birthday Summer BBQ with many former employees, volunteers and pro-bono partners from many industry sectors in attendance to watch the first public showing of the manifesto video.

“As we continue to bring our eco-ethical bath and beauty brands to many of the UK’s most popular retail outlets and sees them in use in many corporate and business washrooms nationwide, we felt a new more accessible name, contemporary look and way of explaining our social mission and sustainable sourcing was appropriate,” explains Marketing Manager, Diane Cheung.

“Our luxury, designed-for-good The Soap Co. brand is on sale in John Lewis & Partners, Fortnum & Mason and Selfridges with our playful, better-considered BECO. brand on the shelves of Boots, Sainsbury’s, Waitrose and the Co-op. This recent and dramatic increase in our public profile at this stage of our evolution afforded us the perfect opportunity to reposition our organisation.”

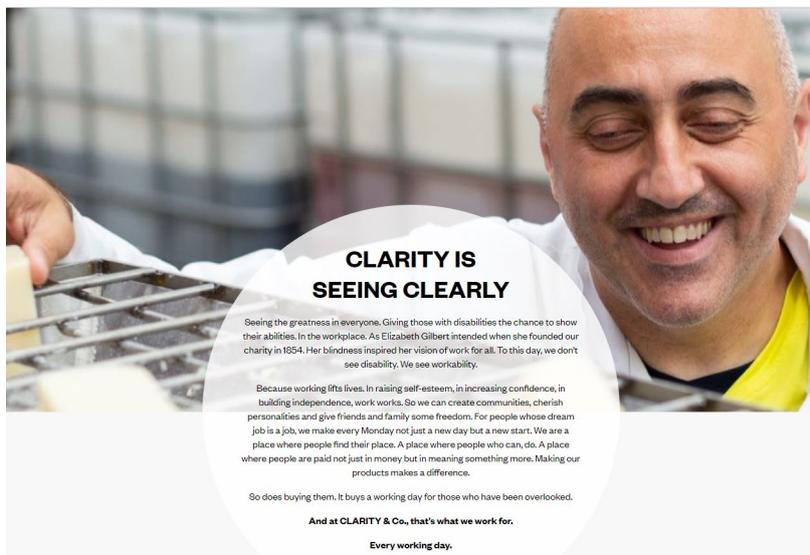
To round off a great year for CLARITY & Co., award-winning The Soap Co. will embark on the next stage of its rapid evolution to a plastic-free brand by introducing infinitely recyclable aluminium bottles in time for Christmas 2019 and this month will launch their new collection of 100% natural, vegan and plastic-free body products made in collaboration with fellow social enterprises. The Soap Co. adheres to the ethos of The Circular Economy – eliminating waste and pollution wherever possible.

With Christmas nearly here, The Soap Co. has the perfect beautiful and hand-crafted gifts and gift sets for family and friends suitable for any budget. Please visit [thesoapco.org](http://thesoapco.org) or find them in Selfridges, Fortnum & Mason and John Lewis & Partners.

Ends



The Soap Co.'s new plastic-free range



Screen shot from CLARITY & Co.'s newly rebranded website

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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 award-winning, ethical luxury bath and brand with products that are designed-for-good. Based in East London, 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.