

Luxembourg Start-up SaltyLama Launches in the Largest Mall in Luxembourg

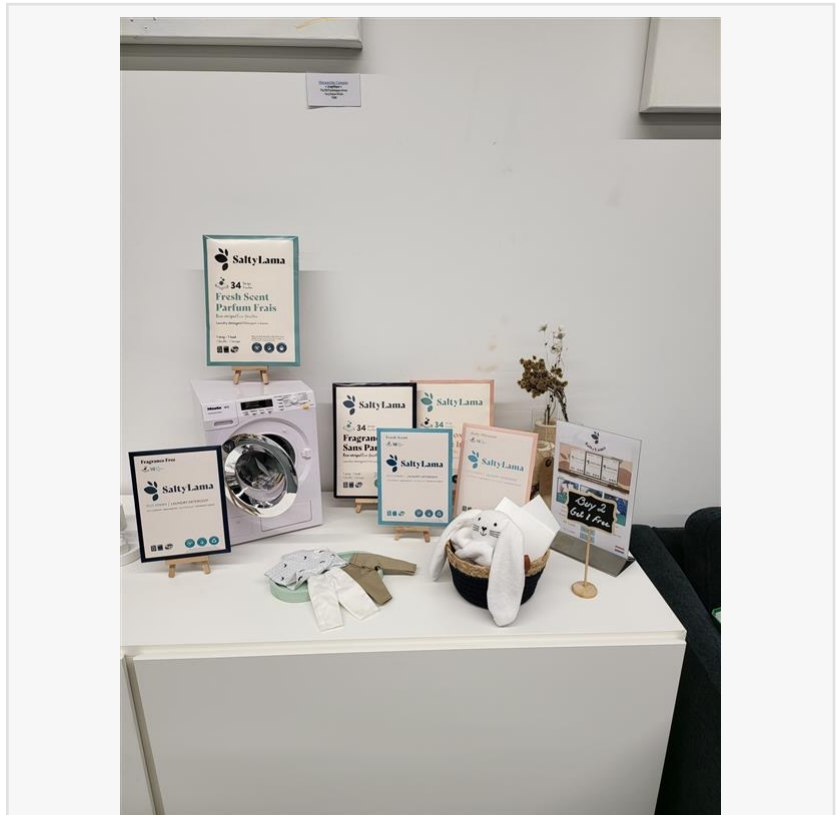
Cloche d'Or Welcomes Eco-friendly Laundry Strips at Concept Store, JealCuriel & Co

LUXEMBOURG, LUXEMBOURG, May 13, 2022 /EINPresswire.com/ -- Luxembourg Start-up [SaltyLama](#) Launches in the Largest Mall in Luxembourg

Cloche d'Or Welcomes [Eco-friendly Laundry Strips](#) at Concept Store, JealCuriel & Co

The Luxembourg-based company, SaltyLama, is now available at JealCuriel & Co in Cloche d'Or. SaltyLama's eco-friendly laundry strips – the first and only brand available – can be purchased right alongside high-fashion threads.

“We’re so excited to sit beside brands consumers can’t get enough of – such as GHDHAIR and other like-boutiques,” said SaltyLama CEO Ben Smith. “We’re proud to introduce this revolutionary, environmentally friendly way of helping households with their everyday needs to a whole new group of consumers. Conventional laundry detergent containers are a huge source of plastic waste, and the detergents



Saltylama at Cloche d'Or



Luxembourg's Cloche d'Or

themselves introduce phosphates, bleach, and other harmful chemicals into the water supply. For Luxembourg consumers, there is a new and better way – now available to grab between boutique stops at Cloche d’Or.”

Suitable for hot or cold washing in machines of all shapes and sizes, the lightweight concentrated strips dissolve completely and are simple to use – with just one strip needed for each load. Extra-large loads use two strips, while smaller loads only need a half strip.



“Luxemburg consumers can now have the confidence of buying a product that they know will work, as well as feel comfortable that they are helping the planet move towards sustainability,”

“

Conventional laundry detergent introduces phosphates, bleach, and harmful chemicals into the water supply. For Luxembourg consumers, there is a new and better way – now available at Cloche d’Or.”

Ben Smith, SaltyLama CEO

Smith says. “Not only are eco-friendly detergents often more effective than old-school detergents, there’s also the added benefit of getting rid of cumbersome plastic scoops and messy bottles once and for all.”

SaltyLama’s new packaging innovation can help eliminate millions of plastic bottles from trash dumps and, because of greatly lighter transport loads, switching to eco-laundry strips can help reduce carbon emissions from delivery trucks.

For media inquiries, contact Shannon Harrell
Shannon.harrell@saltylama.com / www.saltylama.com

Shannon Harrell

SaltyLama

+1 440.655.5247

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/572180881>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

