

Caraselle launches new products just as the fabric of the nation is under attack again

It's been a busy summer for Caraselle with the launch of many new products, and they couldn't have come at a better time with frequent media attention for moths, wasps and midges mainly due to the especially warm and

extended summer weather. As seen in The Times on 18 August: "Heatwave serves up a jumper feast for moths" "The fabric of the nation is under attack – from a plague of

clothes moths" "Watch out! The number of house moths is set to soar" Graham Warren, sales director at Caraselle Ltd says: "We now have a complete Caraselle own brand selection of storage bags

and are delighted to introduce two vacuum storage bags and a travel pack. Made in Europe to a high standard". Reducing bulk by up to 75 per cent for easy storage, these new vacuum storage bags are ideal

for storing sweaters, jackets, blankets etc and provide sealed protection against moths. This is very topical as at the end of the summer everyone will be putting away their summer clothes and bedding so it is a prime time

for promoting our range. Great upsells for drycleaners with our Acana moth killers and Peva garment covers and sweater bags. Another new product from Caraselle is the Spider and Bird Poo Remover which they state is a must for most UK households. Many people will not understand that those small black stains on the window sills, frames, steps, garden furniture etc are actually spider poo. An insect gets caught in the spiders web, spider eats the insects and then excretes the blood of the insect which quickly hardens into a very difficult to remove stain. The new stain remover is made to Caraselle's own specification in the UK and the 500ml spray bottle is totally recyclable.

With the incredibly hot summer this year we have also seen a big increase in the number of flies, wasps and midges across the country. The Times has been reporting of this increase with headline such as: "Summer has a sting in its tail with swarms of giddy wasps" - The Times, 11 August.

Ideal timing again as Caraselle has recently introduced the new Acana Flying Insect Stopper 200ml spray, for both indoors and outdoors. It is odourless, non-staining, leaves no residues and contains no harsh insecticides.

The timely arrival of these new products means drycleaners can offer customers a wide range of moth and pest solutions.



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