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Grove Collaborative Launches Next-Generation Laundry Line with Unprecedented Cleaning Power & Sustainability

Innovative new format reduces waste by 80% of single-use plastic dispensers.

SAN FRANCISCO--(BUSINESS WIRE)-- [Grove Collaborative](#), a leading digital-first brand and e-commerce platform for natural home and personal care products, announced today the launch of its new Laundry range. Products include a reusable glass dispenser and ultra concentrated line of detergents that offer environmentally-conscious cleaning power in a sustainable and beautiful new format. Grove estimates that if every household in the US switched to a reusable detergent dispenser, we'd eliminate nearly 900 million single-use plastic bottles in one year.

With the launch of its laundry line, the company seeks to alleviate harsh ingredients, bulky wasteful packaging, and sticky dribbles of detergent on nearby surfaces from the typical laundry routine. Featuring formulas made with natural enzymes—free of synthetic dyes, fragrance or brighteners—Grove's ultra-concentrated liquid detergents employ immense cleaning power to tackle all kinds of stains, even when used at lower wash temperatures. A beautiful glass dispenser features a patent pending auto-dosing mechanism that aids detergent pours, allotting the exact amount of soap needed every time, eliminating the mess and waste. Its reusable glass vessel & recyclable detergent pouch system fosters 80 percent less waste than single-use plastic laundry bottles and equates to \$0.30 per load with 33 loads per 24 oz. pouch.

“At Grove, we’re focusing on helping all families create a home that reflects the best of themselves,” said Stuart Landesberg, co-founder & CEO of Grove Collaborative. “For laundry, that means natural formulations that really work and are safe for your family and a packaging system that uses significantly less plastic. We’re excited to share a product that can both improve the laundry routine and reduce its environmental impact.”

As a Certified B Corporation, Grove Collaborative is recognized as a business doing good for the environment. The detergents found in Grove Laundry are 96 percent biobased with ingredients naturally derived from plants, including four enzymes that can take on any stain and provide the same or better cleaning power as competing leading conventional & natural laundry brands. The *Rosemary & Lavender* and *Citrus & Woods* scents are essential oil based and 100 percent naturally derived from plants flowers and herbs; the line also offers a *Free & Clear* unscented option.

The laundry vessel is frosted glass with a non-slip silicone base and has a locking top with

patent pending auto-dosing technology, and detergent pouches that are fully recyclable. Grove Collaborative is working with San Francisco-based recycling management company [TerraCycle](#) to ensure that the detergent pouches returned from customers are fully recycled, upon request.

The line is available today at [Grove.co](#), shipping in fully recyclable packaging:

- **Glass Laundry Dispenser**, \$14.95
- **Ultra-Concentrated Liquid Laundry Detergent**, \$9.95, 24 oz
- **Dispenser & Detergent Set**, \$22.95
- **Starter Set**: Dispenser, detergent, organic collapsible laundry bag and wool dryer balls, \$49.95

High-res imagery available [here](#)

Grove's line of laundry products are available for purchase at [Grove.co](#). Available for purchase to existing customers today, and to new customers by creating an account. Grove is offering a free gift set of full-sized products and a free 60 day trial of Grove's VIP membership, making it easy for new customers to get started. In February 2019, the line will expand to include detergent packs, wrinkle release sprays, stain sprays, and more.

About Grove Collaborative

Launched in 2016 as a Certified B Corp, Grove Collaborative creates innovative natural products and offers a curated selection of healthy home essentials like cleaning supplies and personal care products. With a flexible scheduled delivery model and a personal shopper, a "Grove Guide" assigned to each customer, Grove's platform makes it easy for people to switch to healthier, more sustainable routines. Every item Grove offers, both from their flagship Grove Collaborative brand and from exceptional third party brands, has been thoroughly vetted for against strict standards for sustainability, efficacy and supply chain practices. For more information, please visit www.grove.co.

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