

PRESS RELEASE

The green cleaning company Baula takes the leap to the B2C market

- The startup specializing in eco-friendly cleaning products will be earmarking this new injection of funds to bolster its human capital, increase production capacity, consolidate its position in the professional sector (B2B) and roll out the second phase of its business plan: conquering the national and international consumer (B2C) market.
- Baula has developed an innovative technology to develop their single-dose *green cleaning* products, reducing to 30% on the direct costs of professional cleaning and 90% on its indirect costs, with the same or greater effectiveness as non-eco-friendly high-end products. Its products are Ecocert-certified and their effectiveness has been validated by Applus and Eurofins.
- Since it was established in 2015 in the PCB (Barcelona Science Park), Baula has raised 1.8 million euros in public and private capital. It currently has trade agreements in 16 countries in Europe, Africa, North America and Oceania.

Barcelona, February 13, 2020. [Baula](#), headquartered in the [Barcelona Science Park](#) and specializing in the development and sale of eco-friendly and sustainable products for the cleaning industry, has closed a recent capital increase in an amount of 1.3 million euros, which saw the participation of *business angels* and *family offices* from home and abroad, as well as current shareholders.

After this injection of capital, the startup has been devoted to drawing new talent to help in the company's expansion.

Baula is currently led by Joan Casaponsa, CEO and ex-chairman of multinationals such as Lindt or Panrico, whose team includes the likes of Antoni Castelltort (*Certified European Financial Analyst, CEFA*), with broad experience in capital and investment markets for startups in the growth phase.

Since it was established in 2015, Baula has raised 1.8 million euros in public and private capital. At present it develops, produces and sells a wide range of *green cleaning* products for the professional cleaning sector (B2B) and has trade agreements in 16 countries in Europe, Africa, North America and Oceania. In Spain, it has secured clients such as [BUNZL Distribution Spain](#), the Hygiene and Cleaning division of the BUNZL Group, with over 35 years' experience in the Spanish market and industry leader.

"If a few years ago the challenge was having the capacity to develop a line of cleaning products that would eliminate plastics 100%, one which was also eco-friendly and sustainable and then introducing it into the professional market (B2B), now the challenge is being able to make some headway into the domestic market (B2C). Fortunately, the social demands of today are in our favor. The new Ecological Public Procurement Plan for Governmental Agencies of Spain bodes well for our future, given the fact that our products align well with the market's commitment to the sustainable economy, and the need to eliminate plastics and reduce CO₂", says Casaponsa.

The next steps in the growth strategy is the investment in infrastructure and machines for high production. Greater industrial capacity will allow the firm to meet the demand foreseen in the growth and internationalization plan that will be rolled out over the next 5 years. At the same time, it will be promoting research in order to develop new eco-friendly, highly effective cleaning products.

A new era in the 'green cleaning' industry

Baula is a technology startup committed to the environment with a business project rooted in R+D+i.

After an intense five-year period of research in the Barcelona Science Park, the company has succeeded in developing formulas to produce any eco-friendly cleaning product in an individual capsule format (one-dose) that are effervescent and easily soluble. Its products — backed by **Ecocert** certification— reduce up to 40% on the direct costs and around 90% on indirect costs of professional cleaning, having the same or superior effectiveness – validated by **Applus+** and **Eurofins**— of equivalent market-leading non-eco-friendly products.

"Our company represents a veritable revolution in the cleaning product sector, as it unleashes the start of what we call the '3.0 era': effectiveness + technology + sustainability. At Baula we believe that the changes must be rooted, from the product concept to production and the way it is used, in a significant reduction in CO₂ emissions and the elimination of plastics, and all with formulas that respect our environment to the utmost. We want to be a benchmark in the eyes of the people most committed to the fight to save this planet", affirms Jordi Caparrós, the company's founder.

■ About Baula

Baula (www.ecobaula.com) was founded in 2015 by Jordi Caparrós —an entrepreneur with over a decade of experience in the chemical industry—based on an idea that came about in 2009, and after 6 years of product development, with the aim of transferring his scientific knowledge and technology acquired as a cleaning products manufacturer to the market in the form of innovative, healthy and sustainable solutions.

To develop its business product, Baula has enjoyed the support of Ship2B, ACCIÓ (Government of Catalonia) and ENISA (Ministry of Industry, Trade and Tourism).

In 2019, the company received the "Best Startup" award at the Keiretsu Forum held at the Barcelona Stock Exchange.

More information

Azucena Berea • Press Officer • Barcelona Science Park • Tel. 93 403 46 62 •
aberea@pcb.ub.cat