

PRESS RELEASE

Baula begins wide distribution of sustainable-format cleaning products

- The startup Baula has begun its landing in the Spanish large distribution with El Corte Inglés, the first chain to bet on its ecological cleaning tablets -focused on avoiding single-use plastic and reducing CO₂ emissions- and which it plans to position in more than 90 of its own supermarkets and hypermarkets.
- 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, Baula has raised 1.8 million euros in public and private capital. Currently, its products are patented in 140 countries, and it maintains important commercial B2B distribution agreements in Europe and Oceania.

Barcelona, 28 March 2022. The Catalan startup [Baula](#) –based in the [Barcelona Science Park](#) and specialized in the development and commercialization of ecological and sustainable products for the cleaning sector– disembarks in the Spanish large distribution. And it does so hand in hand with [El Corte Inglés](#), the first chain to bet on its cleaning tablets, focused on avoiding single-use plastic and reducing CO₂ emissions. The company, based in the Barcelona Science Park, has already patented its products in more than 140 countries around the world, and has important B2B business agreements in Europe and Oceania.

From this March, [Baula](#) products, which are patented in 140 countries, will be available in 46 [El Corte Inglés Supermarkets](#), 36 [Hipercor](#) and [Supercor](#) shops all over Spain, as well as on the [El Corte Inglés APP](#).

Baula has chosen its *Original* line for wide distribution. The formula is over 80% natural ingredients and was designed with the needs and purchase drivers of consumers of traditional household cleaning products in mind. This formula was developed at the Barcelona Science Park, one of the most important research hubs in Europe.

This line is meant for household cleaning. In this format, tablets to dilute in 750ml of water, the company offers a multi-purpose cleaner, glass cleaner, degreaser, and bathroom cleaner. The products come in starter packs with a reusable bottle and tablet, and just the tablets for refilling. In floor cleaners, Baula has a single-use tablet: the only product of its kind on the market that is not individually wrapped in plastic.

The purpose of this commercial action is to democratise sustainable products and give end consumers the opportunity to incorporate sustainable practices into their household chores, guaranteeing great performance at affordable prices. *“We’re proud to bring our innovative format to the retail sector through one of the most prestigious supermarkets on the market. Our challenge is to create a category that lets consumers make sustainable decisions without sacrificing performance”*, highlights **Jordi Caparrós**, founder and CEO of Baula.

Baula was founded in 2015 by **Jordi Caparrós** -an entrepreneur with over a decade of experience in the chemical industry- with the aim of transferring his scientific knowledge and technology acquired as cleaning products manufacturer to the market in the form of innovative, healthy, and sustainable solutions.

After an intense six-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.

Since it was established, 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 more than 140 countries around the world, and has important B2B business agreements in Europe 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.

■ About Baula

Baula (www.ecobaula.com) is a technology-based startup that has created a format for individual effervescent cleaning tablets. Its innovation, already patented in more than 140 countries, seeks sustainability, the elimination of single-use plastic bottles and the minimization of CO2 emissions.

The company 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.

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

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