

What is EASLI?

EASLI stands for Ethical and Sustainable Living Ideas. As our name suggests, we want to make ethical and sustainable living easy for you.

We believe that everybody should be able to live a comfortable life without contributing to the exploitation or deprivation of others or to the destruction of the world we live in.

We believe such a lifestyle should be easy to achieve – accessible, uncomplicated, affordable and convenient – without compromising our standard of living.

We believe ethical and sustainable products and services should be appealing in their own right, regardless of their ethical and sustainable qualities.

In theory, this should be possible. In practice it is not. We aim to change that through information, products, services and consumer campaigns. We are starting small, with cleaning services and products, but intend to expand to all areas of modern living shortly.

For more information, please visit www.easli.com.au or feel free to contact us (details on back of this brochure).



About EASLI cleaning services

EASLI cleaning services provides cleaners for your home or small business who are trained to use EASLI's specially developed cleaning system to minimise the use of chemicals, water and electricity.

But that's not all EASLI cleaning services provides. In keeping with our goal of making sustainable living appealing in its own right, we have established procedures to ensure that you receive unparalleled service.

How is EASLI different from other cleaning

companies? Apart from using environmentally friendly products and systems, EASLI differs from most other cleaning agencies in the following ways:

- a structured training program for all our cleaners
- a detailed one-hour consultation in your home to ensure your clean is personalised to your individual needs
- personalised product assessment to help you find the right products for your cleaning needs
- a personalised cleaning checklist for extra accountability
- regular performance reviews to make sure we continue to meet your needs
- a product replacement service so you never have to shop for cleaning products again
- EASLI's increasing range of sustainable & ethical products and services delivered to your home or office
- special offers & discounts with partner businesses and organisations

What products do we use?

We have scoured the market to find products that stand up to rigid environmental standards, but that do not require you to compromise your standard of cleanliness.

As a result, we have developed a cleaning system based primarily on microfibre cloths supplemented by a small number of cleaning agents for really tough jobs.

All these products are available for purchase through EASLI. However, we sell these products because we recommend them and not the other way round.

Do environmentally friendly products actually clean

properly? Independent and manufacturers' tests show that microfibre equals or outperforms chemicals such as bleach, Lysol, and hypochlorite when removing bacteria. You will see for yourself how easily it removes dust, grease and common household dirt.

In a small number of instances, microfibre does need some help from cleaning agents to clean baked on grease, built up soap scum, mould and stubborn stains. In these instances we have searched for the best way to clean effectively, whilst minimising harm to the environment and to you.

Benefits to you

The products we recommend, use and sell not only allow you to clean knowing you are minimising any harm to the environment, but also:

- create a healthier home for you and your family, free of nasty chemicals found in many household cleaners
- save you time*
- save you money*
- provide less opportunity for injury while cleaning*

Prices

We charge by the hour. Prices vary according to the type of clean you choose: regular or one-off; maintenance; spring or moving out/in cleans.

Our prices are aimed at giving our customers the best value for money, whilst still offering our cleaners decent pay. Compared with our competitors, we are mid-range. We are not the cheapest cleaners on the market, but we are certainly not the most expensive.

We believe that overall our service will provide you with the best value for money for a number of reasons:

- our cleaners are properly trained, ensuring a thorough clean
- our microfibre cleaning system is more efficient than traditional cleaning systems, so our cleaners can do more in less time
- our cleaning system minimises water and energy consumption, saving you money
- our product recommendations will save you money normally spent on products and cloths
- our system of replacing spent products means you'll never have to shop for cleaning products again, saving you time.

EASLI

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