



1001 GETS A CITRUS MAKEOVER TO PUT THE PLEASURE INTO CLEANING

The chore of housework is set to become a more pleasurable experience, thanks to new 1001 Trouble Shooter Ultra. The innovative carpet stain remover now includes added citrus oil in its secret formula, the scent of which is proven to uplift your mood making everyday cleaning a breeze.

Trouble Shooter Ultra is a revolutionary stain remover with a unique 4-in-1 action which eliminates stains, neutralises odours, conditions fabric and protects carpets and upholstery from future spills. With the current trend for changing mundane chores into an enjoyable experience the new Trouble Shooter Ultra ticks all the boxes – quick to use, refreshing smell and great results.

Available in an easy to use and convenient trigger spray bottle, Trouble Shooter Ultra is in stores from August and is priced at £2.99. It's just as efficient on upholstery as it is on carpets, and now with the benefits of citrus it's your first port of call, particularly on tough stains like red wine, ketchup, mud and makeup.

For more information about the 1001 range please visit www.1001carpetcare.co.uk.

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**For further information and pack shot images
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Notes to Editors:

- Troubleshooter Ultra can be found at Tesco's, ASDA, Somerfield, Sainsbury, Wilkinsons and Morrisons
- Trouble Shooter Ultra is one of five products in the Spot Stains range alongside Troubleshooter, Mousse, Spot Shot and Pet Stain Remover.
- With over 50 years of carpet care experience, 1001 provides the most effective range of solutions for tackling everyday stains and spills, cleaning large carpeted areas and floors and everyday freshening of carpets and upholstery