

The logo for 1001, featuring the number '1001' in a large, bold, yellow font with a blue outline and a registered trademark symbol (®) to its right.

The Magic Number for Carpets

Freshen up for the Festivities

The festive season is nearly upon us - so now is the time to freshen up your home for the forthcoming celebrations. Luckily, 1001 No Vac has introduced a limited edition Winter Spices fragrance to its range, guaranteed to banish nasty carpet niffs, create a festive fragrance and evoke the mood and warmth of this time of year.

1001 No Vac is a revolutionary Foam Carpet Freshener which has a unique quick-drying fine foam that penetrates deep down into the fibres, drying within minutes to leave your home smelling fresh – with no need to vacuum. No Vac is safe to use on carpets, rugs and upholstery throughout the home and eliminates everyday-trapped odours including pet, tobacco and cooking smells.

With an RRP of £2.49, 1001 No Vac Winter Spices will be available at Tesco and Wilkinson from October for a limited period only. So get down there and spice up your winter festivities with this seasonal fragrance.

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:

- No Vac Winter Spices will be available only at Tesco and Wilkinson from October 2007 for a limited period only
- The No Vac range is also available in a variety of fresh fragrances: Gentle Breeze, Summer Flower and Spring Rain
- 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