**Media Contact:**

Cell:

Email:

**Sustainable Home Care Company Full Circle® Brands (“Full Circle”) Unveils New “Clean Ocean” Line of Affordable Cleaning Tools from Repurposed Fishing Nets**

**New York, NY (March 12, 2024) —** Full Circle, a leader in sustainable home care and certified B Corp, has unveiled their latest feat—a line of beautiful and highly functional cleaning tools made of 100% recycled plastic from old fishing nets that retail for an average price of $3.99.

Full Circle aims to make every consumer, the sustainable consumer, and this line is their greatest achievement in service of that goal. “To be honest, I’m surprised we’re able to do this at this price point,” said Tal Chitayat, CEO of Full Circle. “In blind tests these tools were selected by consumers as the best designed against their competitors and when features and price points were added, they continued to outperform everyone else.”

A further endorsement of these new tools is their selection as a finalist in the 2024 IHA Global Innovation Awards for Excellence in Product Design.

The cleaning tools are made entirely of ocean bound plastic that is diverted to create a bottle brush, dish brush, grout/detail brush, mini brush and dustpan, netted scrubber and scrub brush, with most tools under $3.99 except for the mini brush and dustpan combo, which retails at $7.99.

“Coming off the period of inflation we’ve recently experienced and the increase in costs across industries, we knew we had to meet consumers where they are at and I’m tremendously proud and excited that we have,” continued Chitayat.

For more information about the Clean Ocean Line, visit [www.fullcirclehome.com](http://www.fullcirclehome.com).

**About Full Circle Brands:**

Established in 2009, Full Circle makes sustainable home care products that are beautifully designed, functionally innovative and responsibly produced. Raising the bar on what it means to be a home care brand, Full Circle empowers people to live an earth-conscious lifestyle, offering better alternatives to everyday goods. Their products span multiple categories including cleaning, compost, filtration, laundry and storage. A certified B Corporation, Full Circle continues to unveil innovative, sustainable products that can be proudly displayed and used in the home.

The brand portfolio includes Full Circle Home, Soma Water, and For Good. For more information visit fullcirclehome.com, drinksoma.com, and byforgood.com.