

# 2GO launches sustainable shoe care with 100% biodegradable products

2GO launches an environmentally friendly series of shoe care products developed with sustainability in focus. The shoe care products are of the highest quality and contain exclusively biodegradable ingredients. The unique products have been developed in collaboration with leading manufacturers and experts. Production takes place in Europe with geographical proximity to the market and is sold in recyclable bottles made from recycled plastic.

With 2GO Sustainable, the consumer can keep their shoes in the best condition with a clear conscience. The 2GO Sustainable range will be launched in Q3 2019. At the launch, nine unique products are offered which are completely biodegradable within 28 days. The shoe care products are based on the shoe care routine steps and contain products for cleaning, care, protection and deodorising. Detergents for functional clothing and apparel together with a laundry impregnation completes the concept.

The products will be named 2GO Shoe Cleaner, 2GO Leather Lotion, 2GO Gum Boot Care, 2GO Suede Renovator, 2GO Shoe Deo, 2GO Waterbased Protector, 2GO Activewear Wash, 2GO Down & Wool Wash and 2GO Wash-in Protector. They will all be labeled Sustainable and visually be part of that concept.

## About 2GO

2GO is a lifestyle brand committed to sustainability, quality and customer satisfaction. The products help people get the most out of their footwear, no matter what their lifestyle may be. Affordability, effectiveness and ease of use will always be at the core of the 2GO brand values. The wide range of products are all designed to make shoes look and feel great, all year round.

Whether you're looking for a cleaner to remove dirt and grime, a protectant to shield your shoes and apparel from water damage and stains, a polish to restore shine and luster to your leather shoes, insoles to provide added comfort and support, or icegrabbers for a safe run in the snow, 2GO has the right product for you. So why wait? Embrace the 2GO lifestyle today and start taking better care of yourself and your footwear.

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