



Jessica Bragdon.
Picture: Dominic
O'Brien

ECO CLEAN IDEA SHINES

JESSICA Bragdon and husband Paul Davidson founded environmentally friendly cleaning product company Koala Eco last year after they realised that chemical-heavy cleaning products could be bad for the health of their children.

"I was cleaning the bathroom and watching window spray mist all over the kids' toothbrushes and thought, 'there needs to be a better option'," Ms Bragdon said.

"We worked with a specialist chemist to produce powerful yet completely non-toxic formulas that work as well as their toxic counterparts."

Koala Eco products use antimicrobial cleansers and are scented with essential oils such as eucalyptus and lemon myrtle.

The products are manufactured at a factory 2½ hours west of Sydney and are sent to a logistics distributor, who packs and ships them to customers in Australia, China, Macau and Hong Kong.

Ms Bragdon said media coverage in Chinese fashion magazine Elle three months after launching in January 2017 had resulted in a huge spike in sales.

"We were really lucky. Right off the bat we were featured in Elle China.

This generated quite a bit of press and we were able to get some really heavy hitters," she said.

Koala Eco is now looking to expand into the United States, Singapore and the UK.

"Our aim has always been to create incredible Australian products that would resonate here and in other countries," Ms Bragdon said.

SMALL
BUSINESS
MONDAY