

## **Milton's NEW Antibacterial Laundry Tablets Protect Families, Killing 99.9% of Bacteria and Viruses, including Coronavirus.**

**Bournemouth, UK** – 30<sup>th</sup> March 2021 - Milton, the leading expert in sterilising and hygiene, expands its popular hygiene range today with the launch of its all NEW Antibacterial Laundry Tablets. For use in washing machines at 30 °C, it negates the need for long cycles at high temperatures, preventing damage to clothing and reducing environmental impact.

Perfect for disinfecting all laundry, whites and colours, from deodorising towels and bed sheets, to refreshing grass-stained sports kit, the tablets act quickly on stubborn stains found in babies' and toddlers' clothing, even at lower temperatures. Effective on durable items that are worn and washed regularly, such re-useable cloth nappies, bibs and baby grows, and also delicate materials.

The tablets leave items hygienically clean, removing bacteria, yeasts and viruses, including Coronavirus. A pack of 12 tablets costs £5.20 and one tablet per wash is added to the usual laundry liquid or powder and fabric conditioner. Milton Antibacterial Laundry Tablets can be used in a machine washing or in hand washing. The latter requires one tablet to be dissolved in 4L of warm water (at least 30 °C), leaving the items to soak for 30 mins to ensure they are cleaned properly.

Trusted by parents for over 70 years, Milton has a long and valued history of keeping families safe. Milton Antibacterial Laundry Tablets include mineral-based peracetic acid as an active ingredient, and 67% of the product's ingredients are certified natural, reducing its impact on the environment. The formula is free of quaternary ammoniums (Benzalkonium Chloride, Didecyltrimethylammonium). The packaging isn't made of plastic : the box is a 100% recycled and recyclable cardboard.

The tablets join the long list of Milton Hygiene Products effective on Coronavirus, reassuring families everywhere. These include:

- Milton Sterilising Fluid
- Milton Sterilising Tablets
- Milton Antibacterial Hand Gel
- Milton Antibacterial Surface Wipes
- Milton Antibacterial Surface Spray

Stockists: Boots.

[www.milton-tm.com](http://www.milton-tm.com)

**For more information on the Milton product range, images and interview requests, contact:**  
**Paloma@connectedpr.com**

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**Supporting Social Media Content and Images Available:** <http://connectedpr.com/milton/milton-media-library>

- For further information please contact: [Milton@connectedpr.com](mailto:Milton@connectedpr.com)
- Facebook: <https://www.facebook.com/MiltonBaby>
- Twitter: [https://twitter.com/Milton\\_baby](https://twitter.com/Milton_baby)
- YouTube: <https://www.youtube.com/c/MiltonBabycare>

**Notes to Editor:** Milton has been a leading name in sterilising and hygiene for over 70 years. During that time the 'Milton Method' of cold-water sterilisation has been used by millions of parents and midwives in homes and hospitals throughout the UK and beyond. Milton has more recently extended their offering to include microwave steam sterilisation. The Milton brand and company has been owned by French group Laboratoire Rivadis since 2000.

**Milton's innovative hygiene product range** includes: **Milton Sterilising Fluid** or award-winning **Milton Sterilising Tablets** (Mumii Best Baby and Toddler Gear Awards for 2015); **Antibacterial Surface Wipes** (Bizziebaby Awards 2018); **Antibacterial Surface Spray** (Loved By Parents Awards 2020); and **Antibacterial Hand Gel** (Bizziebaby Awards 2019) to help parents keep the whole family's environment germ-free.

The multi award winning **Milton Mini Portable Soother Steriliser** has been recognised recently with:

- Dadsnet Awards 2020 – Silver Award
- Dadsnet Awards 2019 – Bronze Award

The multi award winning **Milton Antibacterial Surface Spray** has been recognised recently with:

- Loved By Parents 2020 – Best Cleaning Product and Best Home Cleaning Product
- Bizziebaby Gold Awards 2020

The multi award winning **Milton Antibacterial Surface Wipes** has been recognised recently with:

- Bizziebaby Awards 2018 - Silver in Household Cleaning
- Loved By Parents Awards 2017 - Best Cleaning Product and Best Travel Accessory

The multi award winning **Milton Antibacterial Hand Gel** has been recognised recently with:

- Bizziebaby Awards 2019 – Bronze

The multi award winning **Milton Baby Bottle Cleaner** has been recognised recently with:

- Mother & Baby 2020 Awards - Best Product For Bottle Feeding – Gold
- Loved By Parents 2019 and 2020 - Best Cleaning Product - Platinum

The multi award winning **Milton Sterilising Tablets** has been recognised recently with:

- Mother & Baby Awards 2021 – Gold
- Mumii Best Baby and Toddler Gear Awards for 2015 – Gold in Travel Essentials

The multi award winning **Milton Sterilising Fluid** has been recognised with:

- Mumii Best Baby & Toddler Gear Awards for 2015 – Gold in Health & Safety

For more product information visit: <http://www.milton-tm.com/en/consumer/consumer-home>