



Popular Wool Dryer Ball Company Expanding To Amazon Europe And Canada Markets

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Brio Merchandising Ltd., the manufacturer of a popular wool dryer ball launched on the Amazon marketplace, has announced that they will be expanding their services from the U.S.A. to the Canadian and European markets.

Charmeyn Martell, Co-Founder for the company, states, "We're excited to be expanding our service reach to include customers in Canada and throughout various European countries. Our mission remains the same, to provide our customers with a quality product while supporting Nepalese woman."

Each purchase of the wool dryer balls helps to provide fair trade to women in Nepal. Brio Merchandising works with Nepalese women to create the wool balls, and in return offers fair trade to the women who handcraft each ball. A portion of all proceeds are donated to help rebuild communities that were affected by a recent earthquake and oil crisis in the area.

Martell states, "We, of course, want our customers to realize the benefits on wool dryer balls, but at the same time, we want to make a difference for the remote communities in Nepal. Our Woolly Naturals dryer balls help us to meet both of these goals."

Each of the wool dryer balls are made from 100 percent certified organic wool from New Zealand, and handcrafted by the women of Nepal. Martell says that they offer a healthier and safer alternative to using traditional liquid fabric softeners and sheets because they contain no chemicals or additives. They reduce drying time, saving energy costs and eliminates static cling and wrinkles.

The company states that moving their product into expanding markets is something that has been in the works for quite some time. Martell says that not only does this service area expansion help the company to better reach customers around the world, but it offers a better chance at more profit that will be donated to Nepal, a "Win-win for everyone involved," she states.

Those interested in learning more about the benefits of the wool dryer balls or the company's recent market expansion can find more information re: expanded into UK and Canada markets, at the company's official website.

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For more information about Brio Merchandising Ltd., contact the company here: Brio Merchandising Ltd. Charmeyn Martell 2508704004 charmeyn@briocanada.com PO BOX 41162 Winfield South PO Lake Country, BC V4V1Z7 Canada

Brio Merchandising Ltd.

At Brio Merchandising, we take the utmost pride in offering you, our esteemed customer, products that are of high quality, safe, chemical free and affordable for your growing family.

Website: <http://www.briocanada.com>

Email: charmeyn@briocanada.com

Phone: 2508704004

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