

Press Release

Étrelles, February 12, 2024

Category: Manufacturer
Path: Le jardin Made in France / French Products

HYDRAPRO unveils its range Senet Piscine range with its three ECOCERT-certified products.

Founded in 2007, Hydrapro is an integral part of the YDEO Group (www.ydeo.com) with over 25 years' industrial experience. Groupe YDEO is a family-run group which today has 6 companies, 7 production sites in France, 4 logistics bases and around 600 employees.

Hydrapro specializes in the formulation, manufacture and packaging of products for the treatment and balancing of pool and spa water, and offers its own brands, while its customers include some of the biggest names on the French market. With a team of around 60 employees, the company operates in a variety of sectors including: supermarkets, DIY superstores, specialist wholesalers and installers for leisure and community pools.

Facilities :

The 10,000 m² plant dedicated to the pelleting and packaging of powders, pebbles and tablets is located in the south of France at Lédenon near Nîmes (Dépt.30).

Equipped with 15 semi-automatic production and packaging lines, it can handle a wide range of products from 3.3g to 500g, as well as pack sizes from 500g to 25 kg.

Liquid products are manufactured in Brittany (Dépt.35) on Hydrachim's two production sites, close to the Research and Development laboratory located at the company's head and administrative offices.

Today, these values constitute the company's identity, its uniqueness and its own brand:

- **Customer support** : As a specialist in water treatment and balance, Hydrapro supports its customers from the launch of their own brand (private label) to the end-of-life of their packaging (EPR). It also provides training in the proper use of products and best practices concerning regulations, transport and storage of products.

- **Biocide regulatory expertise** : For over 10 years, Hydrapro has been training its customers in biocide regulations and assisting them with the administrative procedures inherent in the type of products they use.

Visit Hydrapro in Hall 1 - Stand K15 to see our Senet Piscine range and ECOCERT products.

SIÈGE ADMINISTRATIF / COMMERCIAL
ZA du Riquet - 35370 ÉTRELLES / FRANCE
Tél. +33(0)2 99 96 80 06
Fax +33(0)2 99 96 82 00

SIÈGE SOCIAL / SITE DE PRODUCTION
Lieu dit Pazac / Mas de Gleyze - 30210 LÉDENON / FRANCE
Tél. +33 (0)4 66 04 79 57
Fax +33 (0)4 66 04 79 58

GRUPE
YDEO®

SENET Piscine

The **Senet Piscine** brand is expanded with three new **ECOCERT-certified** "Ecodetergent" detergent products. These products are the fruit of the YDEO Group's expertise, and are **specially formulated to limit environmental impact and favor the use of raw materials of natural origin.**



The three new Senet Piscine products are :

1 - **Alkaline Waterline Cleaner**, made from 100% plant- and mineral-derived ingredients, effectively removes greasy impurities while leaving a pleasant lemon scent. Its thick texture provides better adherence, for easy application with a sponge.

Product benefits :

- 100% of ingredients are of plant or mineral origin.
- 100% biodegradable (OECD 302 B method).
- Lemon fragrance

2 - **Acid Waterline Cleaner**, also formulated with ingredients of plant or mineral origin, acts on mineral matter deposited in the pool's waterline and descales cartridges. Its gel formula, packaged in a spray bottle, ensures better adhesion to vertical walls and perfectly targets the areas to be treated.

Product benefits :

- 100% of ingredients are of plant or mineral origin.
- 100% biodegradable (OECD 302 B method).
- Kiwi fragrance

3 - **Cover Cleaner with descaling**, cleaning and degreasing action is ideal for winter covers and automatic shutter slats. Its components are 94% vegetable or mineral in origin.

Product benefits :

- 94% of ingredients are of plant or mineral origin.
- 85% biodegradable (OECD 302 B method).

Most packaging is recyclable.

All three products are manufactured in France by Hydrachim (Route de St Poix - 35370 Le Pertre), a YDEO Group company.

* **Detergent certified by ECOCERT Greenlife in accordance with the ECOCERT "Ecodetergent" standard, available at <http://detergents.ecocert.com>.**

For further information, please contact

Delphine HELBERT - Hydrapro Marketing Manager - dhelbert@ydeo.com - 02 99 96 82 42

SIÈGE ADMINISTRATIF / COMMERCIAL
ZA du Riquet - 35370 ÉTRELLES / FRANCE
Tél. +33(0)2 99 96 80 06
Fax +33(0)2 99 96 82 00

SIÈGE SOCIAL / SITE DE PRODUCTION
Lieu dit Pazac / Mas de Gleyze - 30210 LÉDENON / FRANCE
Tél. +33 (0)4 66 04 79 57
Fax +33 (0)4 66 04 79 58

GRUPE
YDEO®