

Sustainable cleaning products maker sold in Booths and Holland & Barrett secures major investment

A sustainable chemical manufacturer, whose products are sold by the likes of Booths and Holland & Barrett, has been backed by Fearless Adventures in its largest investment to date.

The Friendly Chemical Co (FCC), which is based in Skipton, Yorkshire, will use the funding to expand its ethical cleaning products brand, Miniml.

FCC was established by Emma Tapper and Scott Rudd, who started the business from their garage in Leeds using a paint mixer and a 200L drum to make their first ever product.

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It recently expanded into a 10,000 sq ft new facility in Skipton, which will act as it's dedicated manufacturing site in The Yorkshire Dales.

Founded in [October 2021](#) by entrepreneurs David Newns, Dominic McGregor, and Charlie Yates, Fearless Adventures has already made a series of investments and [is backed by the likes musicMagpie co-founder and CEO Steve Oliver.](#)

Emma Tapper, co-founder of The Friendly Chemical Co, said: "As The Friendly Chemical Co. is growing rapidly, we needed investment to scale and meet the rising demand for our sustainable ranges.

"When Scott and I began searching for a partner, it was vital we found an organisation that shared our values and was fully

behind our goal – to leave a minimal trace on the planet.

“The ethos of the Fearless Adventures team aligns perfectly with ours, especially their drive to challenge the status quo and do things differently.

“2022 is shaping up to be a significant year in our history, with new product launches lined up, and our team and network of stockists growing at a fast pace. Fearless Adventures’ support will add real value to what we do, and we can’t wait to start working with the team.”

Charlie Yates, co-founder of Fearless Adventures, added: “We are delighted to be partnering with Miniml.

“It has already built a phenomenal reputation in organic markets across the UK thanks to creating a closed-loop, zero-waste supply chain for all cleaning, laundry, and personal care needs.

“After meeting the founders, it was clear that we both have a similar vision for the business.

“We believe the brand can become a sector leader that encourages more consumers to make the small, simple switches to a better, greener lifestyle.

“The state-of-the-art bulk chemical blending facility has doubled production levels, so is already gearing up for strong growth.

“With our help in sourcing the best talent and supporting growth marketing, Emma and Scott will be able to bring their brilliant brand to a much wider consumer audience.”

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