

# AlEn USA Steps in to Help Flooding Victims in Houston

HOUSTON, Texas, May 2, 2016 (SEND2PRESS NEWSWIRE) – One Houston family was pleasantly surprised when employees of AlEn USA, the manufacturers of CLORALEN® Regular Bleach, showed up at their home to donate bleach for deep cleaning of their property devastated by the flood.

After seeing piles of debris and learning that the family lost everything right after their daughter's first birthday, AlEn USA offered to help the family by supplying a cleanup crew and a gift card to help replace the toys and clothes the couple's daughter had lost.

The CLORALEN® Cleaning Institute has also donated hundreds of CLORALEN® Regular Bleach bottles throughout the week to the Neighborhood Centers of Houston, a social service non-profit that works to build communities in Houston.

"Houston has gone through a major natural disaster leaving lots of people with having to clean up after the floods. Bleach is an effective cleaning agent," said Colleen Akehurst, chief executive officer, AlEn USA. "The cleaning power of CLORALEN Regular Bleach will allow many homeowners to deep clean non-porous items that may have been affected by flooding."

According to the Harris County Office of Emergency Management, more than 3,600 homes across Harris County have flooded. Many have just finished cleaning up but the city's solid waste trucks and workers are still out loading up piles of debris. The CLORALEN® Cleaning Institute is committed to providing safe and healthy cleaning tips for more information, please visit <http://www.everydaycleaningtips.com/>.

## **About AlEn USA:**

AlEn USA is a household cleaning and laundry products company headquartered in Houston, Texas. AlEn USA has a broad portfolio of brands including CLORALEN®, ENSUENO®, PINALEN®, PINOL®, FLASH®, X-tra Pine®, and Pine-o-Pine. AlEn USA has a strong manufacturing base and multiple products including bleach, cleaners, powder detergents, liquid laundry detergent and fabric softeners. One of its corporate values is to generate sustainable growth based on best practices of social responsibility, striving to protect the environment and make more efficient use of natural resources for the benefit of present and future generations. For more information, please visit <http://www.alenusa.com/>.

News issued by: AlEn USA



Original Image:

<https://www.send2press.com/wire/images/16-0502-Cloralen-Donation-500x375.jpg>

# # #

Original Story ID: 2016-0502-06 (11074) :: alen-usa-steps-in-to-help-flooding-victims-in-houston-2016-0502-06

Original Keywords: Colleen Akehurst, household cleaning and laundry products company AlEn USA HOUSTON Texas HOUSTON, Texas

Alternate Headline: AlEn USA Steps in to Help Spring 2016 Flooding Victims in Houston Texas

**NEWS ARCHIVE NOTE:** this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Mon, 02 May 2016 16:48:05 +0000

Original Shortcode for Story: <https://i.send2press.com/uiXpb>