



**Press Release**  
**March 15<sup>th</sup> 2021**

## **CED Stone Group officially launches ECCO Products in the UK**

***CED Stone Group is strengthening its link with ECCO Products, rebranding products to raise awareness of the full range of ECCO's user-friendly water-permeable landscaping solutions across the UK and Ireland.***

Over the past 10 years, ECCO Products has established itself as market leader across Benelux and France. The company has built its success designing cutting edge innovations in the form of landscaping solutions with water permeability at their core.

CED Stone Group has worked in partnership with ECCO Products from conception, distributing and marketing the ECCO GRAVEL product under their own brands [CEDAdrive](#) and [CEDApath](#). Now ECCO Products and CED Stone are building upon their long-established relationship. The first step in this process is for CEDAdrive and CEDApath to be rebranded to ECCO GRAVEL.



Giles Heap, CEO of CED Stone Group, explains: "As we begin to introduce the full range of ECCO products to the UK market, this rebrand is an obvious and necessary step. It will not only help to create a familiarity between the customer and the products but will also cement the bond between our two companies."

With growing awareness of increasing flooding issues across the UK, there is a significant need to accelerate the use of water-permeable products and solutions in landscaping and construction projects, to both limit and prevent the impact of flooding. The MET Office's [state of the climate report](#) suggests that extended periods of extreme winter rainfall are now 7 times more likely compared to previous decades and the risk of flooding is up by at least 20% with some areas seeing a 90% increase. The evidence is that this is only going to continue unless everyone takes action.

The use of water-permeable products and solutions in landscaping and construction has become commonplace in mainland Europe due to its lower land level. ECCO Products not only understands the importance of water permeability on the environment, but also understands that its products must be practical and effective for installers and end-users.

Christophe Van Hoorde, Director, ECCO Products, comments: "The team at ECCO Products are excited to be investing significantly for the first time in the UK market, it has always been an ambition, now working with CED Stone and our UK team we hope to distribute our full range of products across the UK and Ireland and support the UK in its mission to reduce the impact of flooding."



A staged rollout of ECCO's full range of products will take place throughout 2021 starting with ECCO GRAVEL for providing a secure and permeable solution for gravel surface and DRAINBASE a water buffering support system for synthetic turf projects.

Gary Ewing, CED Stone Landscape Divisional Director, added: "Meeting Christophe for the first time, all those years ago, it was easy to see his enthusiasm, belief and excitement in his new product. It has been a great pleasure of mine, together with a dedicated depot team, to drive the development and understanding of this innovative product throughout the UK. CEDAdrive has enjoyed great success and by utilising our six nationwide depots is now recognised throughout the country as a quality SUDS compliant solution for driveways, paths and car parks.

"Many years have passed and I truly believe the time is now right to build on the success of CEDAdrive, and introduce the full range of products available to us. Our ultimate aim is to have all ECCO Products available to purchase from your local CED Landscape depot, and we are thrilled to be expanding our range of permeable landscaping solutions and continuing our long-established partnership with ECCO Products."

Find more information on ECCO gravel stabilisation systems at <https://www.cedstone.co.uk/gravel-stabilisation-systems>

**Ends**

CED Stone

Tel: 01708 867 237

Email: [sales@cedstone.co.uk](mailto:sales@cedstone.co.uk)

Web: <https://www.cedstone.co.uk>