

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

Press Release

FOR IMMEDIATE RELEASE

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Product Photos Available

David Shahan
DAZZ



Christie & Co Named Agency of Record for DAZZ

Protecting all you love

Broomfield, Colorado (September 21, 2020)— Colorado-based company dedicated to developing innovative cleaning technologies that create safe and protected environments for families, businesses, pets and the Earth, [DAZZ](#), has engaged Christie & Co to rebrand and expand awareness of their pioneering cleaning technology.

“We are thrilled to have partnered with Christie & Co for the exciting brand refresh of our innovative cleaning products. It’s rare to find such a talented group of people that share our commitment toward making our world a better,” says DAZZ founder David Shahan.

With over 26 years of success building ethical and sustainable businesses, Christie & Co is well positioned to expand DAZZ’s impact through research-backed brand architecture development, their innovative Brand Bridge to Design process, integrated public relations, content development, and growth support. The agency’s work for DAZZ will redefine how consumers value cleanliness.

“We are thrilled to support DAZZ’s growth,” says Gillian Christie, founder and CEO of Christie & Co. “Today consumers are looking for cleaning products that will protect their families, homes and pets. At the same time, they are seeking products that will be effective without having a negative effect on the environment or their health. [DAZZ](#), which is pioneering safe, effective cleaning technologies that also reduce plastic waste, is the solution. This is the optimal opportunity to expand awareness for this exceptional technology.”

About DAZZ

Created by David Shahan in 2012, DAZZ understands the value of cleanliness to create safe and protected environments for families, friends, businesses, pets and our earth. DAZZ researches and develops healthy solutions that reduce waste that benefit all. DAZZ creates concentrated cleaning tablets made from natural products that are safe for humans, animals and the environment offering the planet a brighter, cleaner future. DAZZ is doing their part to reduce global plastic waste by creating an effective cleaning solution in reusable bottles. Learn more about DAZZ at dazzcleaner.com

Media Contact

For more information about DAZZ, please visit dazzcleaner.com. For more information on Christie & Co, please visit www.christieand.co. For media related inquiries, product samples, or to set up an interview please contact Bryn Crutchfield, of Christie & co at (805) 969-3744 or via email at Bryn@christieand.co.

Be sure to join the DAZZ community on [Instagram](#), [Facebook](#), and [Twitter](#).

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