

**November 2013**

**Million Up for Easydry in South Africa**

Vytal Ltd. has appointed Million Up Investments, led by industry veteran Richard Miranda, as exclusive hair and beauty distributor of its Easydry brand of towels in South Africa, Namibia and Botswana. The deal secures their first order for South Africa with anticipated sales in excess of €1m within 2 years.

Easydry is used by L’Oreal in many of their training academies and has already secured the endorsement of South Africa’s leading hair salons such as Gary Rom, Blo and Lorenzo. “Easydry towels provide a real alternative to bulky, over-washed cotton towels; they guarantee clients a clean towel every time while also being more eco-friendly” explained CEO, Anne Butterly.

Vytal Ltd. was established 7 years ago by Anne and has already enjoyed considerable success in the UK, Australia and several European markets. Her Easydry innovation has won numerous awards. Earlier in 2013, the company entered the US market and, working with Enterprise Ireland and export accelerators, Associated Marketing Ltd., it established its first healthcare distributors in the UAE.

In South Africa, Easydry has focused initially on its core hair and salon market. “From first looking at the South African market to first order has taken only 6 months” says Anne Butterly. “We have been delighted with the support we have received from Enterprise Ireland.”

**ENDS**