



8 July 2026

**Ultimate Products plc
("Ultimate Products", "UP" or "the Group")**

Ultimate Products launches first TV advertising campaign

Ultimate Products, the owner of leading homeware brands including Salter (the UK's oldest homeware brand, est.1760) and Beldray (est.1872), is pleased to announce the launch of its first-ever television advertising campaign. The campaign, for its laundry, cleaning and floorcare brand Beldray, first aired on ITV and ITVM on Monday 6 July 2026 and will run throughout July and August across the Yorkshire region.

The campaign marks a significant milestone in the Group's consumer brand strategy and reflects the growing maturity of its in-house marketing capability. In the first instance, the Group is running the advert in a single region through a measured trial to test the creative, track its impact on sales and brand awareness, and assess the return on investment before deciding whether to expand more widely. The marketing activity is being delivered through ITVM Backing Business, an initiative that matches UP's advertising spend to double the media value behind the Beldray investment.

The advert features Beldray's [All-in-One Floor Cleaner](#), a cordless hard floor cleaner that vacuums, mops and dries, and which has been named a Which? Best Buy, ahead of higher-priced rivals. Rather than relying on the traditional product demonstration style often seen in the floorcare category, the advertising campaign - built around the creative platform 'Be More Beldray' - takes a warmer, more distinctive approach, using humour and relatable household situations to reinforce Beldray's positioning as an everyday cleaning companion.

The campaign is the latest step in a wider repositioning of Beldray which has given the heritage brand a bolder, more distinctive identity and attracted new retailers and additional listings.

To view the full advertising campaign video, visit the Ultimate Products Investor Centre here:
<https://investors.upplc.com/activity-updates/yERABe-beldray-itv-campaign>

On the launch, Tracy Carroll, Chief Marketing Officer of Ultimate Products, said: *"The past year has been transformational for Beldray. We've rebuilt the brand to be braver, brighter and a lot more fun, and this campaign is the next step in bringing that to life. It captures the confident new personality now at the heart of the brand, while staying true to the heritage that has made Beldray a trusted name in homes for more than 150 years."*

"Television gives us the opportunity to introduce the new Beldray to millions of new households, in a way that's engaging, memorable and true to the realities of everyday family life. We're excited to see how consumers respond."

Jason Spencer, Business Development Director at ITVM, said: *"ITVM Backing Business is designed to help ambitious brands unlock the growth potential of TV by giving them the confidence to test, measure and scale their investment. Beldray is a strong example of a brand using ITVM to reach households in a relevant, practical and memorable way, and we are pleased to be supporting the campaign across both ITVM and ITVMX."*

Investor questions on this announcement

<https://investors.upplc.com/link/exoEby>

We encourage all investors to share questions on this announcement via our investor hub

For further information, please contact:

Ultimate Products

[Via our investor hub](#)

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Notes to Editors

Ultimate Products is the owner of leading homeware brands including Salter and Beldray. According to its market research, nearly 80% of UK households own at least one of the Group's products.

The Group sells to over 300 retailers in over 30 countries - spanning discounters, supermarkets and general retailers, and ranging from large national and international multi-channel retailers to smaller retail chains. Its products are also available on salter.com and beldray.com, as well as major third-party online marketplaces. The Group specialises in four product categories: Small Domestic Appliances; Housewares; Laundry; and Audio. Other UP brands include Progress (bakeware, cookware and kitchen electrical), Kleeneze (laundry and floorcare), Petra (small domestic appliances), George Wilkinson (cookware and kitchen electrical) and Intempo (audio).

Founded in 1997, Ultimate Products is headquartered in Oldham, Greater Manchester, where it has design, sales, marketing, buying, quality assurance, support functions and warehouse facilities across two sites. Manor Mill, the Group's head office, includes a 20,000 sq ft showroom that showcases each of its brands. In addition, the Group has an office and showroom in Guangzhou, China and Paris, France. Ultimate Products employs over 300 staff and is certified as a Great Place to Work®. A significant number of its employees joined via the Group's Graduate Development Scheme, one of the biggest in the North West.

Please note that Ultimate Products is not the owner of Russell Hobbs. The Group currently has licence agreements in place granting it an exclusive licence to use the "Russell Hobbs" trademark for cookware and laundry (NB this does not include Russell Hobbs electrical appliances).

Engage with the Ultimate Products plc management team directly by asking questions and seeing what other shareholders have to say. Navigate to our interactive investor hub here: <https://ultp-l.investorhub.com/s/3ffb1d>

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