
HAND WASH
GOGONANO



What If Your Cleaner Also Protected the Surface? GoGoNano Says It Can

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GoGoNano, an Estonian nanotechnology company specializing in cleaning and surface protection, has launched a complete whole-home cleaning series built around a single principle: clean surfaces and protect them in the same step. The series — EcoClean, EcoGlass, EcoFloor, EcoDescaler, and EcoCare — replaces the conventional approach of cleaning today and protecting separately. Each formula deposits a microscopic nano-layer during the cleaning process, leaving treated surfaces measurably more resistant to dirt, water marks, and mineral buildup.

The combined approach is unusual in the consumer cleaning market. Nano-protective coatings have existed in industrial and automotive contexts for years, but household cleaners that integrate the technology into ready-to-use formulas remain rare worldwide. GoGoNano's series is among the first to offer the full suite — floors, glass, sanitary surfaces, limescale-prone areas, and general household cleaning — as a coordinated whole-home system rather than isolated specialty products.

How the technology works

GoGoNano's formulations contain water-based nano-particles that remain on the surface after cleaning, bonding into the micropores of materials like ceramic, glass, sealed wood, stone, and chrome. The resulting layer is invisible, food-safe, and causes water to bead and roll off rather than spreading and evaporating into spots. Oily residues bind less aggressively, and mineral deposits take longer to accumulate.

The 2-in-1 cleaning formulas — EcoClean, EcoFloor, and EcoDescaler — leave a protective layer that lasts two to four weeks, renewing automatically with each subsequent cleaning. The dedicated nano-coating products EcoCare and EcoGlass Protector are formulated for long-term protection and can last up to six months

depending on surface type and usage.

Sustainability

All products in the series are manufactured in the European Union, formulated without PFAS compounds, and biodegradable. None carry hazard warning labels. The reduction in cleaning frequency means less product consumed per year, fewer plastic bottles discarded, and lower chemical load entering wastewater.

From the CEO

"The idea was straightforward: if we're already cleaning the surface, why not leave it better protected than we found it?" says Kaur Reinjärv, CEO of GoGoNano. "Most cleaning products are designed to do one job and leave. Ours clean first and then leave a protective nano-layer behind. The result is surfaces that stay cleaner for longer with less effort and fewer chemicals over time."

Availability

The complete whole-home 2-in-1 cleaning series is available now. Products ship worldwide, with primary distribution across the European Union and localized webstores serving Estonia, Finland, Germany, Latvia, and Lithuania.

About GoGoNano

GoGoNano develops nanotechnology-based cleaning and protection products for home and personal use. All products are manufactured in the European Union, formulated without PFAS compounds, and designed to reduce both cleaning effort and environmental impact. The company is based in Tallinn, Estonia.

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