

# CLEANING MATTERS

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The essential tool for the professional cleaning industry

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## Nu - Cycle N™

**InnuScience launches UK's  
first microfibre wash**



**Performance**  
Superior performance on porous surfaces



**Planet Conscious**  
Either Ecolabel or Ecologo approved



**Price Competitive**  
Cost in use



**People Friendly**  
Reducing H & S liability



**Passionate Service**  
National support team



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# Protecting the planet doesn't need to cost the earth



## Perception vs reality

Perception in the cleaning industry is that to enhance product quality, and specifically, to ensure the greenest products possible, product costs will need to increase. This is a major challenge against an industry backdrop that is dominated by diminishing budgets and the need to reduce costs.

InnuScience understands this balance and prides themselves on being able to demonstrate real life performance improvement and exceeding industry standards, whilst actually reducing the end-users chemical product spend. Add this to their "Excellence as Standard" customer service ethos and it is clear to see why so many of the UK's biggest FM companies have chosen InnuScience.

## Bio-experience

Over the last 22 years, InnuScience have taken up this challenge head on. Their aim is to be planet conscious in creating environmentally responsible, practical, biological products for "real world" cleaning challenges and compete like for like on costings with the major chemical brands available today.

With this heritage and R&D investment in biological cleaning products, and three state of the art innovation laboratories in Montreal, the

company continues to develop products that are:

-  Performance driven
-  Price Competitive
-  Planet conscious
-  People Friendly

## Innovation Performance

"InnuScience will continue to innovate; this year we launched the UK's first microfiber wash, specifically formulated to clean microfiber manually or through a washing machine and the UK's first Ecologo professional dish wash products. Using this evolutionary product we have seen results of microfibre being preserved for up to 5 times longer than standard washing! This not only increases the longevity whilst reducing our end users Microfiber budget, it also contributes to saving the planet one wash at a time, as Nu Cycle N is dramatically reducing the volumes to landfill, says Adam Trew, Sales Director, InnuScience UK.

## 99.99% biodegradability

InnuScience has a straight forward approach to what constitutes a "green"

***There is a lot of hype and 'green washing' in the industry, in terms of what constitutes a 'green' or sustainable product - most of which is completely misleading***

product: 99.99% ultimate biodegradability over 28 days, according to OECD test 301. This is their internal Enviro Performance standard, complimented by external certifications from the EU Ecolabel, Nordic Ecolabel and N American Ecologo, as well as the Cruelty Free International certification.

## Rationalisation

Adam says "InnuScience products will compete with all of the generic chemicals used widely, in terms of performance, costing, green credentials and sustainability. This means that multiple competitor products can often be replaced by one InnuScience product, allowing our clients to save on COSHH administration, risk assessments and even training requirements".

He continues, "One of the key issues for customers today is that the UK's regulatory environment, surrounding the use of cleaning chemicals, is becoming ever more stringent". DEFRA's government buying standard for cleaning products has been mandatory since 2011 for central government departments and best practice for the rest of public sector since then. With the introduction of CLP this year by REACH, the cleaning



industry is truly starting to look at green practices as a main stream way of doing business. InnuScience can demonstrate that there is a safer, more economical, versatile, efficient and planet conscious way of cleaning – why not call one of our team and discover biotechnology during 2016”.

### The impacts of chemical legislation

InnuScience’s products are externally certified by either EU Ecolabel or Ecologo, as well as Beauty Without Cruelty’s Leaping Bunny and is one of the UK’s few manufacturers to have achieved this standard.

InnuScience’s superior eco offering has been recognised by over a dozen central government departments who use the products. In addition, InnuScience is a platinum company member of the Environmental Association for Universities & Colleges and is actively helping them to develop guidance on using green cleaning products for their educational members. The company is also a partner of Eco Schools England, an international award programme that guides schools on their sustainable journey.

### Excellence as Standard

The InnuScience team are extremely passionate and dedicated to promoting an Excellence as Standard ethos, this ensures that both their distribution customers, and their end users, from the operatives using the products right through to the head office decision makers, experience an unrivalled customer experience.

### Local production

InnuScience moved into the UK market in 2010 and has already made a significant impact on the market, thanks to being chosen as the bio partner of Bunzl Cleaning & Hygiene Supplies.



***InnuScience has changed the way blue chip FM's and the public sector are cleaning their facilities***

The company also started local production in 2015 and its products are now used in over 12,000 sites throughout the UK, including some of the most prestigious public sector contracts, retailers, stations, airports and commercial buildings. Local production greatly reduces their logistics footprint as well as improves the service levels.

### Don't take our word for it...

Bunzl Cleaning & Hygiene Supplies made the strategic decision in 2011 to make InnuScience their biological partner. Freddie Forsyth, National Accounts Director for Bunzl explains, “We identified InnuScience as a different type of green product supplier

when they entered the UK market in 2010. Extensive trials convinced us that the products not only did what they said on the tin but were also cost effective. We confidently introduced InnuScience to a number of our key customers”.

Nick Winstone, InnuScience UK Managing Director concludes, “There is a lot of hype and ‘green washing’ in the industry, in terms of what constitutes a ‘green’ or sustainable product - most of which is completely misleading. Quite simply, it comes down to what impact the product has on people and the planet, and our stringent biodegradability benchmark and strict Enviro Performance standard underpins the green strength of our products”. 2016 will continue to see our biotechnology replace the harsh chemicals currently saturating the market.



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