

Nick Winstone is the co-founder and MD of InnuScience UK, a company that's passionate about providing high performance, responsible products that leave lasting impressions. He says:



"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 – as a pioneering and established manufacturer of biotechnological cleaning products – understands this balance and prides itself on being able to demonstrate real life performance improvement and exceeding industry standards, whilst actually reducing the end-user's chemical product spend.

"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 its people and the planet, and our stringent biodegradability benchmark, and strict Enviro Performance Standards underpin the green strength of our products, along with third party certifications from EU Ecolabel and N American Ecologo.

"The InnuScience UK range of professional cleaning products cover the needs of the hospitality industry and includes cleaners and degreasers, maintenance products, industrial cleaners, odour eliminators, laundry products and floor care."



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