

eco-Clear

• Fresh • Clean • Free-Flowing Urinals

3 September 2007

NEW ENVIRONMENTALLY FRIENDLY URINAL HYGIENE SERVICE TO SAVE MILLIONS IN WASTED WATER BILLS

Enviro-Fresh, Rentokil Initial's expert provider of effective and environmentally friendly washroom solutions, today launches a new water saving, urinal hygiene service in the UK.

Responding to opportunities provided by increased environmental concerns and cleanliness standards, eco-clear is a urinal service that delivers exceptional standards of hygiene.

In addition to delivering savings on maintenance and operating costs, eco-clear can also save companies significant amounts of money in water usage. By employing eco-clear, a typical company, with over 2,000 males using urinal facilities, could save the equivalent of 840 Olympic-size swimming pools of water each year.

Mark Gillespie, Managing Director, Enviro-Fresh, comments: "If you consider that just one urinal with a nine litre cistern flushing every 15 minutes can use over 315,000 litres of water per year and cost the average business up to £700 in water charges, UK plc is literally throwing money down the drain. Not only does it waste one of the earth's increasingly precious resources, but corporate water charges mean that it's a problem that businesses can no longer afford to ignore."

eco-clear uses innovative products to regulate water flow to the urinal, whilst at the same time combating the problems associated with reduced water, such as the build up of uric acid, salts and scale that can cause unpleasant odours and blockages.

The timed water management device, which is approved by Defra, controls the flow of water to the cistern, reducing flushing to between four and eight times per day.

Enviro-Fresh's patented sleeve (Sani-Sleeve) uses unique bio-enzymes ('good bacteria') to penetrate uric acid, salts and scale and the sleeve's patented odour-lock design traps smells below the water line to stop them from entering the washroom. The sleeve's specially designed cap also prevents blockages caused by the accumulation of foreign matter falling into the waste trap. A special eco-clear cleaning solution is also supplied to remove the need to use harmful cleaning chemicals on a daily basis.

Specially trained eco-clear service technicians then ensure optimum performance of the products with specialist servicing and maintenance each quarter, including the replacement of Sani-Sleeves.

Gillespie continues: "The service offered by eco-clear ensures that businesses can both save money and be confident that their urinals are visitor-ready at all times of the day in a clean, hygienic and pleasant smelling state. By offering flexible service plans, we pride ourselves on ensuring the needs of clients can be met whatever their circumstances or business type."

Enviro-Fresh is initially launching eco-clear in the UK, Australia, South Africa and Ireland. More details can be found on the newly launched website www.enviro-fresh.com which provides an overview of the entire service offering. Additional eco-clear roll-outs to other countries are planned between now and the end of the year.

- ENDS -

Notes to editors:

About Enviro-Fresh

Enviro-Fresh is an innovative provider of effective, environmentally friendly washroom products. Offering products and services which eliminate urinal odours, reduce urinal blockages and improve washroom hygiene, Enviro-Fresh's market leading solutions include a world-wide patented urinal sleeve proposition (Sani-Sleeve), and unique odour-lock technology systems.

About eco-clear

eco-clear is a new, fully managed urinal hygiene service offered by Enviro-Fresh. Launched in September 2007 in the UK, eco-clear uses unique market leading products and a regular urinal maintenance regime to ensure that urinals are kept clean, fresh and free-flowing.

Water Facts

- 390 million cubic metres of water a day are wasted by businesses
- Office workers use as much as 35 litres of water a day
- 86% of water used in offices is due to flushing toilets
- Putting bottles in toilet cisterns can reduce industrial water wastage by a fifth (132 million litres) - the equivalent of 35 Olympic swimming pools
- By installing push or spray taps, water wasted from hand washing could also be reduced by a further 20 million litres
- 1.3 billion cubic metres of water is used every year by UK industry - three times more than they actually need
- Companies that introduce water-saving measures could share in a potential national cost-saving of £304 million

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