

Embargo: Immediate

RENTOKIL INITIAL CHOOSE INSIGHT PA FOR POLITICAL MARKETING PROGRAMME

Enviro-Fresh, a division of Rentokil Initial plc, has appointed Insight PA to advise on a political engagement programme to raise the business service company's environmental credentials.

Working with Enviro-Fresh, Insight PA will promote the water saving opportunities and environmental benefits of a number of the company's new technologies, highlighting the wider implications of and potential for the UK to reduce its water consumption levels.

Mark Gillespie, Managing Director, Enviro-Fresh said:

“We are developing some exciting strategies and initiatives with Insight PA to raise awareness about Enviro-Fresh and to enlist the support of the policy-making community for our new, innovative water-saving technologies and services. Insight PA will ensure our messages get heard by the right people in government and the wider policy-community.”

John Lehal, Managing Director at Insight Public Affairs said:

“There is an incredibly positive story to tell and we are looking forward to working with Rentokil Initial and Enviro-Fresh to ensure that their messages are heard by policy-makers throughout Westminster and Whitehall. Water shortages, particularly in the South East, and the recent flooding bring home the importance of sustainable water usage. That's why it is so crucial that Enviro-Fresh contributes positively to the debate and why we will be advising on an innovative programme to enhance their voice in this area of policy.”

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