



Rentokil Initial Acquires Enviro-Fresh

Rentokil Initial plc (RTO), one of the world's leading providers of business support services, today announces that it has acquired Enviro-Fresh Limited for a total consideration of £9 million in cash. Enviro-Fresh is an innovative UK company which specialises in the provision of effective, environmentally-friendly washroom products.

Enviro-Fresh was established in June 2000. It has developed and patented a product for men's urinals called Sani-Sleeve, which together with its Enviro-Flush system, deals comprehensively with all common urinal problems, reducing operating and maintenance costs, and improving hygiene. In particular, the system reduces flush water usage for business customers by up to 90%.

Rentokil Initial will look to expand the use of the Sani-Sleeve product and Enviro-Flush system across its businesses, while at the same time continuing to develop the business using a wide range of routes to market including distributors and other third parties.

Henry Chandler, Divisional Managing Director - Initial Textiles and Washroom services, said: "Water usage is a major cost and environmental focus for businesses around the world and as a result of today's agreement we will be able to offer our customers an innovative solution which can cut flush water usage by up to 90%. As a leading supplier of washroom services our aim is to maintain product and service innovation, focused on the needs of our customers, as well as providing market leading solutions to raise standards in the washroom environment."

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