



## **Enviro-Fresh takes away the worry of rising water costs**

### **Enviro-Fresh's water saving urinal solution contributes to Sainsbury's reduction in water use**

**22 September 2008:** The water industry is yet another utility to be hit hard by rising costs and water charges look set to increase further for homes and businesses. Given that washrooms account for 86% of business' water wastage, Enviro-Fresh, a Rentokil Initial company, has enhanced its portfolio of washroom water saving systems to help organisations significantly reduce water wastage and potentially save hundreds of thousands of pounds in annual water charges.

Water charges have increased by an average of nearly 6% this year and, following the water companies business plan submissions to OFWAT, indications are that prices are likely to rise by up to 3% above inflation year on year from 2010 to 2015.

Enviro-Fresh is launching an innovative product which converts existing single flush WCs to a dual flush system. Every time the small flush function is activated, 50% less water is used, significantly reducing total water usage and costs. The system will enable companies to save around 30% of the water used to flush a WC.

In addition, Enviro-Fresh has incorporated new technology into its environmental water saving urinal system "eco-clear". Key design changes to the patented eco-clear Sani-Sleeve and improvements to the biological enzyme technology make for an even more effective system, enabling customers to reduce urinal water use by up to 90%, all whilst improving washroom hygiene.

Sainsbury's has implemented Enviro-Fresh's urinal system across its stores to increase water efficiency and help meet environmental targets. Discussing the benefits of the system, David Penfold, Sainsbury's Sustainability Manager, explains: "We are always looking for ways to become more environmentally friendly and wanted to make sure the water being used in our stores wasn't being wasted

unnecessarily. By bringing Enviro-Fresh's urinal solution into customer and staff toilets across our stores and our head office, we've been able to significantly reduce water wastage and at the same time save money. Enviro-Fresh's system has contributed to a significant reduction in water use over the past year – a great achievement”.

Mark Gillespie, Managing Director of Enviro-Fresh, said: “Every organisation wants to cut costs and protect the environment where they can, and paying close attention to how water is being used across the company can deliver huge rewards. Our water saving washroom systems tackle water wastage without compromising washroom hygiene. All organisations can enjoy environmental and financial benefits, as Sainsbury's have, with our simple retro-fit washroom systems. With water costs set to rise further, companies should act now rather than paying later through spiralling water charges.”

Jacob Tompkins, Director of WaterWise, comments: “With half of England severely water stressed and a rapidly increasing population it is everyone's role to cut down on water wastage. Cutting back on water wastage helps save money on water and energy bills and protects the environment at the same time. About 2% of the total energy used in the UK is attributed to treating and pumping water to homes and businesses. One third of this high quality, energy intensive drinking water is used every day for flushing toilets. It is encouraging to see water efficient products becoming more readily available to help us all cut back on our water wastage. By using water more wisely, we can protect the environment by conserving this valuable resource and reducing our carbon footprint at the same time.”

## **Notes to editors**

### **About Enviro-Fresh**

Enviro-Fresh offers a range of water saving solutions and services for the washroom. Part of the world's largest business services group, Rentokil Initial, Enviro-Fresh offers customers patented, marketing leading products, an unrivalled service capability and a commitment to provide a tailored solution to meet the needs of any business. Enviro-Fresh works with organisations, large or small, across many sectors including Retail, Leisure, Government and Manufacturing, to name just a few. Enviro-Fresh has a network of 11 service centres across the UK with over 200 specially trained, highly skilled technicians, as well as a dedicated account management and customer service team.

