

PROTECTING THE PLANET DOESN'T NEED TO COST THE EARTH

After moving into the UK market five years ago, InnuScience has started to make a name for itself as a sustainability-conscious supplier of cleaning products. Here we find out a bit more about the company and how it has established itself in the UK.

PERCEPTION VS. REALITY

A common 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 understands this balance and prides themselves on being able to demonstrate real life performance improvement and conformance to industry standards, whilst actually reducing the end-users chemical product spend. Add this to their "Excellence as Standard" customer service ethos and it is clear to see why so many are choosing InnuScience.

BIO-EXPERIENCE

Over the last 22 years, InnuScience have taken up this challenge head on. Their aim is to be planet-conscious in creating environmentally responsible, practical, biological products for the "real world" cleaning challenges and compete like for like on costings with the major chemical brands available today.

With this heritage and R&D investment in biological cleaning products, and three state of the art innovation laboratories in Montreal, the company continues to develop high performance, planet-conscious and price competitive new products, sought after by the industry.

LOCAL PRODUCTION

InnuScience moved into the UK market in 2010 and has already made a significant impact on the market,

thanks to being chosen as the bio partner of Bunzl Cleaning & Hygiene Supplies. The company also started local production this year and its products are now used in over 10,000 sites throughout the UK, including some of the most prestigious public sector contracts, retailers, stations, airports and commercial buildings. InnuScience are at the forefront of demonstrating that non-chemical actives can produce an excellent cleaning result, deliver savings for end users' cleaning budget, and still do their bit to protect the planet for the future. In addition, local production greatly reduces their logistics footprint as well.

99.99% BIODEGRADABILITY

"InnuScience will continue to innovate; this year we launched the UK's first microfibre wash, specifically formulated to clean microfibre manually or through a washing machine and the UK's first Ecologo professional dish wash products," said Nick Winstone, Managing Director, InnuScience UK.

"We have a straight forward approach to what constitutes a green product, 99.99% ultimate biodegradability over 28 days, according to OECD test 301. This is our internal Enviro Performance standard, complimented by our external certifications from the EU Ecolabel, Nordic Ecolabel and North American Ecologo, as well as the Cruelty Free International certification."



THE IMPACTS OF CHEMICAL LEGISLATION

"One of the key issues for customers today is that the UK's regulatory environment, surrounding the use of cleaning chemicals, is becoming ever more stringent," Nick explained.

With DEFRA's government buying standard for cleaning products having been mandatory since 2011 for central government departments and best practice for the rest of public sector since then, and the introduction of CLP this year by REACH, the cleaning industry is starting to look at green practices as a mainstream way of doing business.

Following the publication of the "Invisible Workforce" report last year, regulations for the cleaning industry are currently being compiled by the Equality & Human Rights Commission. This will result in an examination into all aspects of industry practice; with one of these being the negative impact of giving cleaning operatives products to do their job that are hazardous to their health. These regulations are expected shortly and should have a major impact on the types of products given to operators to perform cleaning tasks. They are likely to promote the use of cleaning products that do not have hazardous effects on the health of those that use them on a daily basis.

Nick continued: "Without question, moving to biotechnology based cleaning products will help to ensure that forward-looking cleaning contractors are prepared, whatever the outcome of these recommendations and will deliver real benefit for contract cleaners and end-users alike."

Adam Trew, InnuScience Sales Director, added: "InnuScience

Cleaning products that utilise microbes and enzymes have been around for a while now; as far back as 1969 when Bio washing detergent was first introduced within the UK!

products will compete with all of the generic chemicals used widely, in terms of performance, costing, green credentials and sustainability. This means that multiple competitor products can often be replaced by one InnuScience product, allowing our clients to save on COSHH administration, risk assessments and even training requirements."

DON'T TAKE OUR WORD FOR IT...

Bunzl Cleaning & Hygiene Supplies made the strategic decision in 2011 to make InnuScience their biological partner. Freddie Forsyth, National Accounts Director for Bunzl explained: "We identified InnuScience as a different type of green product supplier when they entered the UK market in 2010. Extensive trials convinced us that the products not only did what they said on the tin but were also cost effective. We confidently introduced InnuScience to a number of our key customers."

Nick concluded: "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 people and the planet, and our stringent biodegradability benchmark and strict Enviro Performance standard underpins the green strength of our products."

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