

Initial Washrooms Sustainability & Innovation



Initial Washroom Services is committed to ensuring its business operations have as minimal impact on the environment as possible. As part of Rentokil Initial it is a member of Business in the Community and Dow Jones Sustainability Index.

Production

95% of Initial's washroom products are manufactured in the UK - cutting out emissions that would have been released during transportation.

Carbon Footprint

Reducing its carbon footprint involves the whole business, suppliers and customers. By working together, Initial believes it can have a significant, long-term positive impact on the environment.

Initial has teamed up with Groundwork, an environmental regeneration charity, which will assist with the assessment of the

business' carbon footprint. Groundwork will initially concentrate on three Processing Unit locations and Initial's largest Service Centre, as well as the transport function, to find out where further improvements can be made to lower the use of energy, fuel and water.

Delivery

A lot of planning goes into establishing the routes of service drivers to reduce fuel consumption and cut the emissions they release. All Initial trunking vehicles are now Euro 5 compliant, ahead of the regulations coming in force in 2011, and the business' urban delivery

vans all meet Euro 4 certification.

Processing

Upgrading facilities, such as investing in high-tech ecological facilities for laundry processing, has lowered water and electricity consumption.

Recycling

At the end of their lives Initial's Sanitact units and eco-clear sleeves (shown above) are fully recycled, and roller towel cabinets are refurbished in order to prolong their useful life. Some old floor mats even become dog mats!

For more information visit www.initial.com