



### **What's in a name?**

Founders Maxwell-Lefroy and Eades were keen on the name Entokil (from the Greek word for insect, *entomon*) but there was a trademark objection. Wanting something similar they added an R and so chose Rentokil. In 1925 the brand first appeared.

### **A delightful personality**

In the same year as Rentokil began, its founder Harold Maxwell-Lefroy died at 48 years old in a tragic accident at his college laboratories. Obituaries in The Times call him “heroic enthusiast”, a “live wire” and “not only a great investigator, but a wholly delightful personality”.

### **Seal of approval**

Colleagues in Turkey were given the royal seal of approval when they won a prestigious contract to supply pest control services to the Dolmabahçe Palace and seven other historical palaces. As the place called home by six Sultans from the Ottoman Empire and Atatürk, Dolmabahçe Palace is steeped in history and Rentokil was tremendously privileged to be able to help preserve the landmark and the six other palaces for future generations.

### **From humble beginnings**

Having grown from humble beginnings of just 10 people in Jakarta in 1969 to 3,000 colleagues spread across 28 branch offices, Rentokil celebrated its 50<sup>th</sup> Birthday in Indonesia in 2019. Rentokil was first established, to fulfil fumigation and pest control services that were necessary for the export of certain commodities. Sugar, tea, coffee, tobacco and timber were top of the list, along with about 90% of the world's output of quinine, the first drug used to treat Malaria.

## **Protecting against Zika Virus**

Our team in Brazil was awarded contracts to provide pest control services (insects, rats and mosquitoes etc) in 2016 for all Olympic Games arenas, media rooms, the Olympic Village (athletes' accommodation), offices and all of the infrastructure. Rentokil in North America was also awarded a prestigious contract in 2016 by the US Centers for Disease Control and Prevention (CDC) to conduct a vector control programme to help combat the species of mosquitoes that carry the Zika virus.

## **Number one in India**

In 2017, Rentokil became the largest provider of pest control services and products in India after acquiring a majority stake in a new joint venture with Pest Control India (PCI). News of the number one in India and the number one in the world joining forces made headline news.

## **The Verminators**

Rentokil allowed a TV crew in Ireland to follow pest control technicians in the field. The documentary that was made, called The Verminators, made instant TV celebrities of colleagues who appeared on the show.

## **Rentokil Forest**

Rentokil colleagues in Turkey on an ecological mission planted an entire new forest in 2022 of over 10,000 pine saplings. Undeterred by the enormity of the task, they soon found their rhythm, and with a lot of teamwork and perseverance, the Rentokil Memorial Forest was born!

## **Safety first**

Rentokil has been awarded the Royal Society for the Prevention of Accidents (RoSPA) Gold Medal, the 7th consecutive year the business has been awarded this prestigious award for health and safety.

## **First in America**

Max Lewis became Rentokil's first employee in America in 1974, working from an office at 555 Grand Concourse in the Bronx, New York City. The Rentokil signage caused a great deal of amusement to the drug dealers and police in the area.

### **1m disinfection treatments**

In 2020, in France, our business provided COVID-19 preventative disinfection services to RATP (public transport providers in Paris), an existing pest control customer that manages a fleet of buses, trams and Metro trains. A dedicated team of up to 80 technicians and four managers disinfected 250 trams every week and 4,700 buses every night, seven days a week, and by the end of 2020, they had carried out over 1 million preventative disinfection treatments for the customer.

### **Doing good**

Rentokil Initial has been a long-term partner to Malaria No More, contributing over £500,000 in the first 10 years of the partnership. We have also been working with Cool Earth since 2018. Cool Earth protects endangered rainforests which play a vital role in preserving biodiversity and reducing carbon in the atmosphere. Through Cool Earth, we have been supporting the indigenous people of Wabumari village in Papua New Guinea to protect over 800 acres of rainforest, preventing the release of the equivalent of 228,280 tonnes of carbon back into the atmosphere.

### **Global recognition**

Rentokil Initial was officially recognised in 2024 by TIME and STATISTA as one of the World's Best Companies. The selection process for the TIME and STATISTA World's Best Companies list is rigorous with companies evaluated based on key factors including innovation, leadership, growth and sustainability. Newsweek magazine also recognised Rentokil Initial in 2024 as one of 'the World's Most Trustworthy Companies' in its annual awards list.

### **Ends**

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