

EU Ecolabel Product Group: All-purpose Cleaner and Sanitary Cleaners



Why did Rentokil Initial apply for the EU Ecolabel?

Rentokil Initial has three main business lines of Pest Control, Hygiene and Workwear. The Initial Hygiene part of the business is a leading global hygiene services brand providing high-quality hygiene products and services that minimise the risk of exposure to bacteria and other infectious micro-organisms.

Rentokil Initial already has an impressive range of EU Ecolabelled hand wash products in the Rinse-off Cosmetics product group (licence number UK/030/006) and has been part of the EU Ecolabel family since 2013.

Rentokil Initial has now successfully achieved EU Ecolabel certification for its new EcoClear WC & Urinal Fluid in the All Purpose Cleaners and Sanitary Cleaners product group. So why did Rentokil Initial decide to venture into a new EU Ecolabel product group?

Owen Moulton, Category Marketing Executive explains: *'Having already held the EU Ecolabel for products in our hand wash range, we knew of the strict criteria and the value the EU Ecolabel holds for our customers and the markets we operate in. This market value led us to the decision to use the EU Ecolabel criteria as the basis for our new product development. The EU Ecolabel is something we considered from the start, not an afterthought once we had developed a world class solution.'*

The Application Process

Rentokil Initial had been through the EU Ecolabel application process previously for the Rinse-off Cosmetics product group.

Did the team find the application process for the All Purpose Cleaners and Sanitary Cleaners product group challenging?

Over to Mark Kernan, Consumables Development Technician: *'During the application process we worked closely with the UK Ecolabel Delivery Team who provided excellent support throughout. The UK Ecolabel Delivery Team still continue to provide support even after completing the application process and are happy to answer any queries we have.'*

Our raw material suppliers also helped facilitate the process and were very willing to assist with requests, such as raw material declarations. The application process can look daunting and time consuming but the support received from both the UK Ecolabel Delivery Team and our raw material suppliers eased the process.'

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EU Ecolabel Products

It was awarded the EU Ecolabel for its EcoClear WC & Urinal Fluid in October 2014. Its EU Ecolabel licence number is UK/020/023.

The EU Ecolabelled products are developed and manufactured in Rentokil Initial's modern, purpose built manufacturing facility in Liverpool.



The raw ingredients are combined in temperature controlled mixing vessels



Before the finished product is transferred to the packaging area, ready for shipment



EcoClear WC & Urinal Fluid in action

Results

Owen emphasises: *'Initial is a leader in washroom innovation and bringing new, unique products to market is a passion that drives us forward. Being awarded the EU Ecolabel has allowed us to bring the best efficacious solutions for our customers to market, whilst also reinforcing our environmental credentials.'*

EcoClear Urinal & WC Fluid is the first EU Ecolabel accredited toilet urinal solution on the market, which provides Rentokil Initial with a unique selling point. Rentokil Initial experts specifically developed this new product to provide customers with odour and limescale free washrooms. By removing and inhibiting limescale it hits the root cause of the problem and helps prevent bacteria and malodours from returning.

Owen concludes: *'Considering where the fluid ultimately ends up, minimising the impact on the aquatic environment is extremely important to us at Rentokil Initial. The EU Ecolabel criteria were at the forefront of the product development process. We are proud of our continuing commitment to the environment and the EU Ecolabel supports our position as market and innovation leaders.'*

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