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World first biotechnology sachet solution

London-based Cleanology is taking chemical-free cleaning to the next level with the roll out of the world's first biotech wipe for tablets and mobile phones, and pre-portioned cleaning fluids and floor cleaner in sachets.

Biotechnology uses enzymes to 'eat' dirt and bacteria. The tiny molecules access even the hardest to reach areas, and carry on working for days after application. Enzyme-based solutions are gaining traction in the industry, but to date no firm has focused on mobile device screens, which are often taken out of the office at night, when cleaning takes place.

Cleanology is the world's first business to create and market a multi-purpose biotech 'tech wipe' which cleans and sanitises mobile phones, tablets and laptops with an effective, moist tissue impregnated with our biotechnology cleaning solution.

It is also the first to address portioning, with the development of convenient, handy-sized sachets which hold a pre-dosed amount of solution. When added to water, this creates a powerful biotechnology cleaning agent.

CEO Dominic Ponniah described the innovation as revolutionary, saying:

"Biotechnology is a fantastic advance which has rightly been embraced by the industry. However, as with all cleaning products that require dilution, people often use too much product; they think that the more they slosh into a bucket, the more effective they will be.

“Using too much product – especially biotechnology products which are pH-neutral and completely safe – does not cause any harm, but it is wasting valuable resources. An extra cupful of solution every couple of days might not seem disastrous, but multiply that over a year and across the 450,000 people working in the industry, and the impact becomes significant.

“The cleaning firm ends up buying larger quantities of product and paying more to transport it, not to mention the environmental impact of extra journeys, waste generation and the unnecessary manufacture of products.”

To counteract this excess, Cleanology has introduced its own range of pre-portioned biotechnology solutions and wipes. Each sachet of multi-purpose or floor cleaner is sufficient to fill one bucket or spray can, with a pack of 50 sachets able to last a month. The sachets fit easily into the pocket, so a cleaning operative can carry supplies with them from job to job. The wipes are impregnated with biotechnology solution and pre-diluted with water.

Cleanology was one of the first cleaning firms to embrace biotechnology. It has partnered with InnuScience – a world leader in the development and manufacture of biotechnology cleaning products. Ponniah said: “InnuScience are experts in their field, supplying all the major FM companies and retail brands. We are experts in cleaning, while InnuScience provides the cutting-edge technology that’s inside our Bioclean sachets.”

The products act in three ways to create a clean, odour-free environment. First, biodegradable agents are diluted in cold water to lift dirt from surfaces; next, laboratory-made fermentation extracts break the dirt down into smaller particles, making them even more soluble. Finally, natural micro-organisms work their way under porous surfaces, digesting newly-dissolved dirt and eliminating residual odours.

One of the first companies to take advantage of Cleanology’s biotechnology sachet and wipe system was its client, Household Design. Based in Old Street, London, the retail culture design firm offices feature large quantities of vintage furniture, and black fittings and furnishings which require a high level of attention to detail to ensure they are free from dust and marks.

Studio Manager Lucy Morton said the biotechnology solutions and wipes had effectively produced a flawless finish. She said: “Cleanology have been with us since the start of the year, but I’ve noticed a big difference. Attention to detail has been much better. We have spent a lot of time and effort creating our look, and we want it to look its best; it is really important that it looks clean.”

Ends



Cleanology’s new range of biotechnology solutions and wipes

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Editor’s notes

- Cleanology is a certified partner of the Living Wage Foundation, with a strong belief in paying above the minimum wage.
- It is accredited to ISO:14001; ISO:9001; it is approved by the Safe Contractor health and safety auditing system, and a 4* member (the highest level) of the Green Organisation for environmental innovation.

- The company works hard to ensure its activities are as environmentally friendly as possible. This includes:
 - operating vehicle fleets that run on hybrid and electric energy; minimising the use of chemicals;
 - using HEPA filters to reduce harmful particle emissions;
 - banning aerosols when cleaning;
 - encouraging the conservation of energy and water by using modern and more efficient technology;
 - recycling at Cleanology's offices, and supporting, assisting and advising clients in setting up and developing their own recycling systems.