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Urbanest highlights value of long-term partnership with P-Wave

Leading student accommodation provider Urbanest praises reliability, sustainability and service as partnership with Robert Scott's P-Wave brand enters its fourth year.

As student accommodation operators across the UK prepare for another busy academic year, one of London's leading providers has highlighted the importance of trusted supplier partnerships in helping deliver a positive resident experience.

Urbanest, a leading provider of purpose-built student accommodation in London, has reaffirmed its commitment to P-Wave Hang Tags following several years of successful collaboration. The partnership has seen thousands of P-Wave Hang Tags installed across Urbanest residences as part of annual summer room preparation programmes designed to ensure accommodation is ready for incoming students.

The Hang Tags are installed after room cleaning and preparation and provide a fresh fragrance during the crucial move-in period, helping create a welcoming environment for new residents arriving at the start of the academic year.

For Urbanest, however, the relationship extends beyond the product itself. Chris Ruscoe, Head of Resident Maintenance and Procurement at Urbanest, said: "Urbanest has enjoyed a successful partnership with P-Wave over the past several years, working together to deliver a sustainable solution for interim in-room air freshening.

"Throughout our relationship, P-Wave has consistently demonstrated reliability and professionalism, ensuring that products are delivered on time, even when fulfilling large-volume orders.

"The quality of their products continues to impress, particularly the freshness and welcoming fragrance they provide across our residences during check-in periods.

“P-Wave’s commitment to service, product quality, and sustainability has made them a valued and trusted partner for Urbanest.”

Creating a positive first impression

With accommodation providers often working to tight schedules during summer turnaround periods, dependable suppliers play a critical role in helping operational teams deliver thousands of prepared rooms ahead of student arrivals.

For many providers, creating a positive first impression starts long before a resident steps through the door. Cleanliness, maintenance standards and room presentation all contribute to the overall experience, while small details can help reinforce a sense of welcome during what can often be a significant life transition for students moving away from home.

The recyclable design of P-Wave Hang Tags has also supported Urbanest’s wider sustainability considerations, reflecting a growing focus among accommodation operators on balancing resident experience with responsible procurement decisions.

Mark Wintle, Brand Manager at P-Wave, said: “We’re incredibly proud of our partnership with Urbanest. Student accommodation providers face enormous pressure during summer turnaround periods, and our role is to make one small part of that process simple, reliable and effective.

“To hear that our products, service levels and sustainability credentials are making a positive difference is extremely rewarding, and we’re grateful for the trust Urbanest has placed in us over a number of years.”

As competition for students intensifies and expectations around accommodation continue to evolve, partnerships that combine operational reliability, resident wellbeing and sustainability are becoming increasingly important across the sector.

For Urbanest, the continued use of P-Wave Hang Tags demonstrates how trusted supplier relationships can help support both operational objectives and the resident experience, ensuring students are welcomed into fresh, ready-to-live-in spaces from day one.

<https://www.p-wave.co.uk/>

Ends



The Hang Tags help create a welcoming environment for new residents arriving at the start of the academic year.

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About P-Wave

Founded in 2009, P-Wave® is a leading supplier of urinal screens and air fresheners which are designed to enhance the user experience and improve overall hygiene standards. In September 2024, P-Wave became a Robert Scott brand, which is celebrating its centenary in 2025.

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