

Our expertise in *Cleaning and **Facilities Management***

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suzannehowe.com



“Our clients value our broad thinking and our experienced hand-picked team of experts.”

Suzanne Howe Communications is a Certified B Corporation™

Founded by experienced PR professional Suzanne Howe in 1996, Suzanne Howe Communications (SHC) is widely recognised as a specialist trade PR and marketing agency.

SHC operates in three sectors – food, packaging, and cleaning & FM. The talented SHC team also has experience in sustainability communications.

SHC includes a hand-picked team of professionals delivering PR, social media management, marketing strategy and content generation.

Clients have direct access to its combined knowledge and skills, and can be assured that the senior team give business direction and support at the level clients require.

SHC works with experienced marketing partners, offering clients integrated and creative PR and marketing campaigns, website design, exhibitions and digital marketing.

How can SHC benefit your business?

Positive impact

SHC is motivated by excellence, enthusiasm and broad thinking. Working in partnership with clients, SHC creates solutions which have a positive impact on a business.

Relationships with the media

SHC specialises in the food, packaging, cleaning and FM industries and has developed a wealth of experience and has unrivalled relationships with key trade and consumer media.

Experienced consultants

The business model for SHC is based around using only experienced consultants, including journalists, PR consultants and social media specialists.

The team has many years of experience across its key sectors, working for clients such as Kimberly-Clark Professional, Cleanology, Truvox International, Rawlins, Cleenol Group, Robert Scott, and Biovate Hygienics.

In-depth knowledge

SHC constantly researches each industry we serve, monitoring trends, innovations and legislation.

Campaign planning

The SHC campaign planning process includes setting a communications strategy, objectives and tactics that aim to support business and marketing objectives.

Coverage reporting

SHC provides regular coverage reporting in co-operation with Ace Media, measuring audience reach across print and digital, domain authority, and brand mentions.

Account management

SHC has an account management process that ensures a planned and measured activity calendar with regular strategy reviews and evaluations of activity.



PR



SOCIAL MEDIA



EVENTS



DIGITAL MARKETING



DESIGN



PHOTOGRAPHY

Our clients

Over the past 30 years, Suzanne Howe Communications has worked with many different companies within the cleaning and facilities management sectors.

Amplify Goods.

NG|B CLEAN

BioVate HYGIENICS

Kimberly-Clark™ PROFESSIONAL

Cleanology

2PURE

CLEENOL

ICE

sybron

p-wave®

TRUVOX™ GLOBAL FLOORCARE SOLUTIONS







What our clients say...

"It is great to have you onboard and we have been thoroughly impressed with the service and output so far."

"You get us into the right places and sometimes when we are not expecting it."

"SHC has been instrumental in putting together a comprehensive launch for our latest product range, working expertly to get it off to the best start."

"The added value that SHC brings in terms of contacts / ideas is much welcomed."

"The review meetings are very detailed, so we know where we are and where we are going."

"We have been very happy with the service we have received so far."

"Informative, engaging, helpful, supportive and know your stuff."

"You are our 'go to' PR company."

"We need to have a voice in the industry and our relationship with SHC does that over and over."

Key Trends

To ensure we always offer up-to-date and accurate advice, SHC constantly researches news feeds for each industry we serve.



SHC regularly monitors and report on trends, innovations and legislation via regular bulletins which are shared with our clients.

The changing (and challenging) Facilities Management and cleaning industry landscape

The UK cleaning and facilities management (FM) industries are undergoing a period of significant change. Rising labour costs, expanding regulatory requirements, sustainability expectations, digitalisation and evolving workplace models are reshaping how services are delivered and how organisations compete.

While demand for cleaning and FM services remains resilient, providers are operating in an increasingly complex environment where margins are under pressure and compliance obligations continue to grow.

Client expectations are also rising. Organisations must balance cost-control with the need to meet stricter regulatory, environmental and reporting standards, while delivering flexible, high-quality services that demonstrate clear value.

As a result, cleaning and FM are no longer viewed solely as operational support functions. They are increasingly recognised as strategic services that underpin safety, sustainability, wellbeing and organisational performance across the UK economy.

Sustainability and environmental responsibility

Sustainability has moved from a “nice to have” to a core expectation. Clients increasingly expect cleaning and FM providers to demonstrate:

- Use of environmentally friendly products and chemicals
- Reduced water, energy and plastic consumption
- Improved waste segregation and recycling practices
- Support for clients’ ESG and net-zero objectives

Sustainability is becoming a commercial differentiator, with suppliers increasingly required to provide data and evidence of environmental performance during tenders and contract reviews.





2Pure Products recently announced that all of its products are now certified Carbon Neutral – including the use-phase.



At the **Cleaning Excellence Conference 2025**, Suzanne Howe presented a session entitled: "***Focus on ESG – and how PR can support Social Enterprises in the Cleaning Industry.***"

Certified B Corporation
Learn more at bcorp.com

Cleanology

sybron

CELEBRATING 30 YEARS SUZANNE HOWE COMMUNICATIONS

In good company – **B Corp** businesses in the cleaning sector working to benefit people and the planet.

In May, **SHC** announced our certification as a **B Corporation**, and in September 2026, **Cleanology** and **Sybron** also became B Corp businesses.



In August 2025, social enterprise **Amplify Goods** has launched SUDZERØ™ for Net Zero and with over 84% less carbon than standard hand wash products.

Carbon neutral to Net Zero

Many manufacturers are conducting **Life Cycle Assessments** to achieve carbon-neutrality – quantifying emissions from raw materials to end-of-life.

LCAs reveals hotspots, prevents greenwashing, guides reduction strategies, supports credible offsets, meets regulations, and builds customer trust through transparent, data-driven climate claims for global sustainability leadership efforts.

There is also a move to achieving Net Zero – balancing the amount of greenhouse gases released into the atmosphere with an equivalent amount removed.

Mind your language

In marketing so called 'sustainable' products, there is the ever-present danger of 'greenwashing', and businesses and brand owners need to be very careful.

In the UK, the Competition and Markets Authority has issued guidance to help businesses comply with their consumer protection law obligations.

SHC works with its clients to ensure that any claims made are truthful accurate, clear and unambiguous.

Where possible, all claims must consider the full life cycle of the product or service, must be fair and meaningful, and must be substantiated.



Digitalisation and technology

Digital transformation is accelerating across both cleaning and FM. Organisations are increasingly using:

- Work management systems for scheduling, auditing and reporting
- IoT sensors to monitor occupancy, asset performance and cleaning needs
- Robotics and automation, particularly for repetitive cleaning tasks
- Data dashboards to demonstrate performance and compliance to clients

Technology is being used not only to improve productivity, reduce dependency on labour, improve transparency, and support contract retention. In FM, predictive maintenance and asset data management are becoming more common, driven by the need to extend asset life, manage risk, and control costs in ageing buildings.

Changing workplace and service models

Hybrid working has permanently altered demand patterns. Many offices now operate with:

- Lower or variable occupancy
- Flexible layouts and shared spaces
- Increased focus on employee wellbeing and experience

This has driven changes in cleaning frequencies, FM service specifications, and performance measurement. Services are expected to be more flexible, responsive and outcome-based, rather than fixed and time-based. Meanwhile, clients are also demanding clearer evidence of value for money, with increased scrutiny of costs, service levels and contract KPIs.

Labour costs remain the single biggest cost driver in cleaning and many FM services. Regular increases to the National Living Wage, along with pension contributions, holiday pay and other statutory benefits, continue to place pressure on margins. Meanwhile companies such as **Cleanology** advocate and support the **Living Wage Foundation**. In addition, proposed and emerging employment rights reforms are an increasing concern across the sector.



In June 2026, **Fenton Packaging Solutions** and **Quadpak** introduced UN-approved Bag-in-Box solutions to the cleaning and hygiene sector.



In early 2025, **Kimberly-Clark** announced the expansion of its decarbonisation efforts through new multi-country European power purchase agreements with BNZ.



In March 2025, commercial cleaning social enterprise **NGB** (No Going Back) **CLEAN** – which helps prison leavers rebuild their lives – launched a green initiative to drive recycling of bicycle inner tubes and tyres.



As part of a major new earlier diagnosis drive, NHS England chose to partner with Robert Scott brand **P-Wave** to create an awareness campaign to encourage men to consult their GPs if they saw blood in their urine. SHC gained major coverage in the FM and cleaning trade media. Over 1 million of these potentially life-saving mats have now been placed in men's washrooms across the country, from pubs and restaurants, to stadiums.



SHC raised awareness of **Sybron**'s biodegradable nitrile single-use gloves, designed to help the industry become more sustainable.



In March 2025, **Kimberly-Clark** announced first tissue manufacturing site on path to 100% Renewable Energy.

Case Studies

From awards schemes, through product launches, to events and business development stories, SHC delivers wide-ranging and measurably effective PR campaigns for clients in the cleaning and facilities management sectors.

For more case studies, visit www.suzannehowe.com



The elite of the cleaning and FM industry were recognised at the 2026 Kimberly-Clark Professional™ Golden Service Awards.

Awards were presented to winners across 18 categories.
Find out more here: https://www.suzannehowe.com/celebrating-the-success-of-the-kimberly-clark-professional-golden-service-awards-2026/

For the past 17 years, Suzanne Howe Communications has organised the Golden Service Awards for Kimberly-Clark Professional™.

Created over 30 years ago, the biennial awards scheme has been one of the most prestigious events and sought-after accolades in the FM and cleaning industry.

The event provides the opportunity for FM companies, contract cleaners and in-house cleaning teams to showcase excellence and set the benchmark for exceptional standards. Today, this industry provides front-line essential workers across business sectors, all of which are recognised and celebrated at the Golden Service Awards.



In March 2025, SHC secured significant national and local coverage for **Sybron**, a leading UK supplier of cleaning, hygiene and catering products to some of the largest names in hospitality, when it announced the successful completion of a management buyout.



Amplify Goods announced that in 12 months it had created more than 1,000 hours of living-wage paid work experience, and generated an estimated £1,000,000 in social value.



In August 2025, **Chemanglia Limited** was awarded the Royal Warrant by His Majesty King Charles III.



In February 2025, ahead of **Interclean** at the RAI Amsterdam, **Truvox International** announced the launch of several new product ranges.



P-Wave's body awareness partnership with NHS England won the Marketing Campaign of the Year category at the 24th European Office Product Awards in Amsterdam in March 2025.

For more news from SHC, visit www.suzannehowe.com





In May 2024, **Bunzl UK & Ireland** and social enterprise **Amplify Goods** joined forces for the groundbreaking launch of a new range of luxury washroom products.

Suzanne Howe Communications created a B2B PR campaign to raise awareness across the FM and Cleaning sectors with a targeted public relations campaign – and carried out the work pro bono to support Amplify as a social enterprise.

Suzanne Howe says: "Camilla is a good friend of SHC. We have been happy to support them in the past when they were working at Clarity and we are happy to support them now at Amplify. It is important to us to give back to the cleaning industry which we have worked in for the last 14 years."

RE:MIND has been designed to combine luxury hand and body care and social value, using a unique, high-quality formulation that uses carefully selected ingredients that are 96-99% naturally-derived depending on the product.

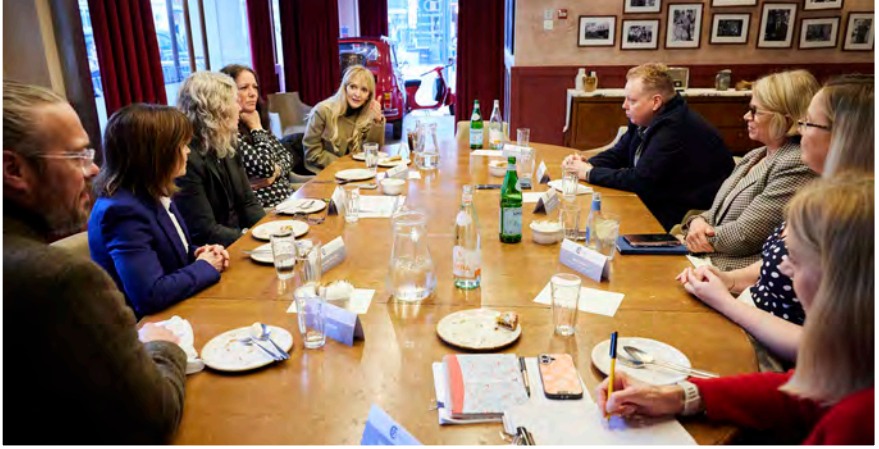
As a certified Social Enterprise, Amplify Goods donates at least 51% of its profits to charitable projects at the intersection of mental health and the environment, among many other initiatives that drive positive change in local communities.

Amplify Goods is an established social enterprise with a track record in selling net-positive washroom products to businesses looking to bring Net Zero ambitions into action within their supply chains as well as work opportunities to disabled, ex-homeless and underemployed groups.

Camilla Marcus-Dew, Amplify Goods' co-founder, said: "Amplify Goods is proud to do things differently. The products have to be great, but we also work hard to design in a way that reduces waste, single-use plastic, and harsh ingredients whilst enabling bottle reuse, and putting more than half our profits into supporting the intersection between mental health and the natural."

"Amplify Goods are the perfect partner for this collaboration; we love their ethos and commitment to purpose and we're looking forward to the years ahead as we scale this ESG industry leading premium range," said Amy McLauchlan, Bunzl UK & Ireland Exclusive Brands Brand Manager.





In February 2026, as the first of **SHC**'s 30th birthday celebrations, we invited ten industry friends, clients and colleagues to our first ever stakeholder engagement lunch for the cleaning sector at a restaurant in London.

Our guests included: Ross Osbourne, **MSC**; Michelle Marhsall, **European Cleaning Journal**; Rachael Carley, **Carley Coaching**; Sam Worden, **NGB Clean**; Kate Lovell, **Cleanology**; Hannah Taylor, **The Lens Box**; Neil Spencer Cook, **BICSc**; Amy Carter, **Kimberly-Clark Professional**; and Deborah Sparkes, **SHC**.





The issues that were discussed were serious, but the event was relaxed and informal – with great food – and everyone that was involved loved it and found it really useful.

At the time, SHC was in the process of applying for B-Corp certification. B-Corp is an independent set of standards of social and environmental performance, accountability, and transparency. Companies who have a B-Corp certification, aim to balance profit with purpose that benefits people, communities and the planet.



So, while the discussions at the stakeholder lunch focused on the trends, challenges and opportunities facing the cleaning industry, we also looked at B-Corp and its values, and how they are reflected in the cleaning sector.

In May, we were delighted to announce our certification as a **B Corporation**, and in September 2026, two of our clients, **Cleanology** and **Sybron** also became B Corp businesses.

For a summary of the discussions, please visit: *https://www.suzannehowe.com/celebrating-shcs-30th-anniversary-with-a-cleaning-industry-round-table-stakeholder-lunch/*



Meet our core FM & Cleaning team

SHC's business model is based around using only experienced consultants, including journalists and social media specialists.



Suzanne Howe

Founder and Managing Director

Suzanne started SHC in 1996. Prior to this, she worked in three top London PR agencies across a broad range of clients in the food and packaging sectors.

Over the last 28 years, Suzanne has developed a network of highly talented specialists, including PR consultants, social media experts, designers, journalists and photographers.

In her spare time, she enjoys cooking, socialising, dog walking and going to the gym.



Bill Bruce

Senior Consultant

With over 40 years' experience, Bill is an all-rounder who started his career as a graphic designer, before moving into marketing, PR and journalism. For the past 20 years his main focus has been the food and beverage industry with a particular interest in packaging and environmental sustainability.

Stephanie Sergeant

Account Director

Stephanie has more than 25 years experience in PR. As happy working with big global brands as she is internet start-ups, she approaches all of her work with real gusto to maximise both results and fun. As a Northern lass, she loves a good brew, pie, and woolly hat.





Jonny Sharp

Media Relations Consultant

Jonny has a wealth of experience in B2B and B2C PR across a range of sectors. He is a former national newspaper and magazine journalist, with highly developed 'news sense' and 'selling in' know-how. His expertise includes writing press releases, case studies and thought leader articles.

Philippa Browning

Public Relations Consultant

Philippa is a PR consultant with 25 years' experience with a London agency background. She is a business to business specialist, spearheading launches and on-going programmes for a wide variety of clients, primarily in FMCG, each receiving a tailored service.





Deborah Sparkes

Account Manager

Deborah provides invaluable support to the SHC account teams, helping them to keep up-to-date with press features and key industry events. Having been on the SHC team for more than a decade, she knows the media and key contacts that enable us to maximise all PR opportunities to the full.

Want to start a conversation?

We are ***passionate*** about building communications strategies and adding value to clients, from ***local start-ups*** to ***global corporations***.

SHC can provide clients with a ***broad range of skills***, from marketing to events planning, to meet the needs of a rapidly evolving communications environment.

- We know you're always looking for ways to improve your business.
- Have you thought about getting more expert help to share your messages more effectively?
- We will help take your business to the next level.

Let's talk!

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