15 YEARS 2000 – 2014 PROMOTING PROFESSIONAL HYGIENE AND CLEANING

African Cleaning Review

The source of workplace hygiene solutions

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The real cost of cleaning

GSA 2015 category winners

Emerging floor care trends

Importance of entrance matting

Becoming more sustainable

InnuScience™
Biotechnology – Cleaning products

An introduction to biotechnology in cleaning products

What is biotechnology and why do we need it now?

Daily abuse of our planet is causing major environmental damage on an escalating basis. This goes way beyond the carbon emissions over which we have little personal control. There is systemic damage due to waste pollution and the use of harmful chemicals that have a knock-on effect on people's health. Biotechnology is the use of living organisms in products to harness nature's powers. Cleaning with these high performance innovative products offers real and holistic solutions to these issues. A common perception in the professional cleaning industry is that in order to enhance product quality, and to specifically ensure the greenest products possible, product cost needs to rise. This is a major challenge within an industry environment that is dominated by diminishing budgets and the demand to reduce operating costs. InnuScience overcomes these cost barriers.

InnuScience South Africa has a firm understanding of this balance and prides itself on being able to demonstrate real life performance improvement and exceed industry standards, while actually reducing the end user's chemical product spend.

With the corporate office based in Montreal, Canada, the company boasts state-of-the-art innovation laboratories where research and development (R&D) investments in biological cleaning products receive top priority.

InnuScience believes that biotechnology is the smartest way to solve everyday cleaning challenges, while assisting in creating a sustainable planet. The company presents holistic cleaning solutions that remove harmful chemicals from the environment and addresses the very important four "P"s, namely: People, Planet, Performance and Profit. During the past 22 years, InnuScience followed its aim to be planet conscious in creating environmentally responsible, practical biotechnology products to tackle cleaning problems and address odour management. These products outperform traditional harmful chemical products and contribute to sustainable procurement practices.

InnuScience products use a mixture of beneficial bacteria, fermentation extracts (enzymes) and surfactants. These are specifically formulated to consume the basic elements that are contained in organic compounds, namely oxygen, carbon, sulphur, nitrogen and phosphates. The products are unique in that the bacteria, once exposed to water, will remain active for many days after application in order to maintain the cleaning process long after application. In its concentrated form the bacteria remains dormant and stable with a virtually unlimited shelf life. InnuScience products carry the highest international environmental certifications including Ecolabel, Ecologo and the Nordic Ecolabel.

Des Parker

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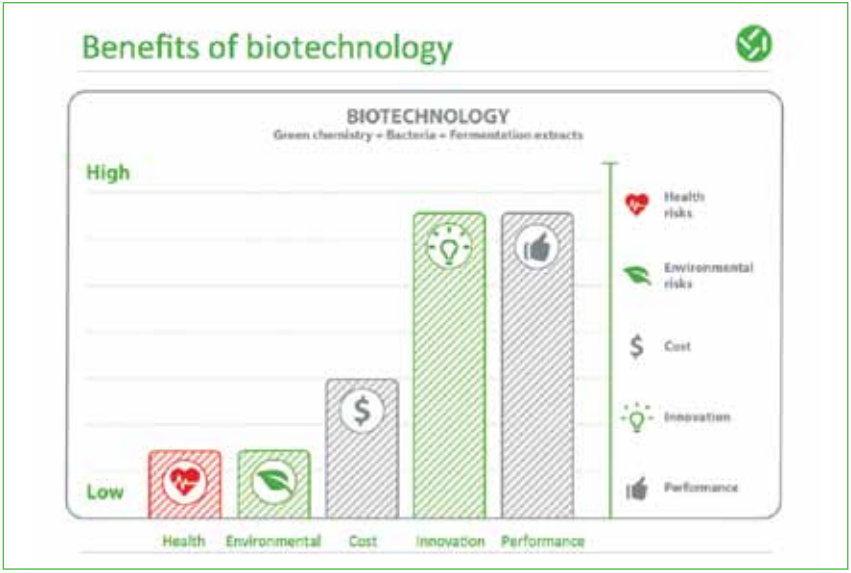
"Our biotech-based products are highly concentrated. For example, a single litre of tile cleaner concentrate will effectively produce 300 litres of usable product, and in some cases, depending on the application, up to 800 litres from one litre of concentrate. So, is the price of that 1-litre bottle 300 times more expensive? Definitely not," says InnuScience CEO, Des Parker.

All InnuScience biotechnology products are non-hazardous, non-toxic, non-carcinogenic, non-pathogenic and completely people friendly. The products actually improve the environment by removing Volatile Organic Compounds (VOCs) and as such, remove the source of odours and the food source for bad bacteria and contaminants with the use of "Beneficial Bacteria".

InnuScience South Africa is part of the Bothongo Group of companies, which owns and manages a broad range of quality commercial, residential, hospitality and agricultural investment properties. InnuScience South Africa is a Level 2 B-BBEE contributor. acr



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