

UltraProtect[™]

A hygiene revolution for hands and surfaces

Powerful

Gentle

Instant

Long-lasting

Kills 99.9% of germs

0% Alcohol

The hygiene challenge

A high level of hygiene has to be a priority, whatever the working environment. This isn't just true of healthcare-related settings like hospitals. Nor is it confined to restaurants and other locations where food is being prepared.

Offices, manufacturing facilities, gyms and leisure centres, educational establishments – indoors and outdoors – the easy transfer of germs can happen wherever people are present. The result can be infection, causing anything from mild stomach upsets to more serious conditions like influenza.

There's a very simple reason for this. Bacteria and other infectious micro-organisms are mainly transferred via our first point of contact with the world about us:

our hands.





Introducing UltraProtect™

Available as a hand foam, hand gel or hand and surface wipe, UltraProtect™ kills 99.9% of germs, and offers continuous protection for up to **6 hours** on hands and **24 hours** on surfaces.

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0% Alcohol

UltraProtect™ will contribute to a significant increase in hygiene standards in any working environment, by protecting your employees, customers and visitors from infection.

UltraProtect™ will kill or destroy:

- ✓ Swine Flu (H1N1)
- ✓ MRSA
- ✓ Norovirus
- ✓ Rotavirus
- ✓ E. coli
- ✓ Listeria
- ✓ Salmonella
- ✓ Pseudomonas aeruginosa
- ✓ Streptococcus
- ✓ Enterococcus hirae
- ✓ Staphylococcus aureus
- ✓ Campylobacter
- ✓ Candida albicans

Keeping hands germ free

Washing hands thoroughly, frequently and in particular after using the toilet has long been recognised as vitally important. More recently, the focus has not just been on frequent hand-washing with soap and water but also the use of alcohol-based sanitisers.

The problem is that alcohol-based products are effective only when wet on a surface. This allows no residual protection once dry and gives bacteria and other microbes the chance to re-colonise.

Benefits for your business

Imagine a Salmonella outbreak in your restaurant or swine flu sweeping through your office. What if a number of your leisure centre members complained of upset stomachs? What about the business impact if your manufacturing facility was identified as the source of product contamination? What legal action might follow the death of an at-risk patient contracting MRSA?



UltraProtect™ helps not only prevent infections, but consequences like:

- Increased absenteeism
- Customer and visitor illness
- Shutting down of premises
- Legal proceedings following non-compliance
- Withdrawal of products from shelves

and the disastrous damage to your reputation that can follow any or all of these outcomes. You would expect most hand and surface sanitisers to be effective in killing many of the common germs which can easily be passed around a building, however UltraProtect™ brings wider benefits to the user.

UltraProtect™, the longer lasting solution

	UltraProtect™	Alcohol-based sanitisers
Powerful		
Kills 99.9% of germs	✓	✓
Speed of kill (15 seconds on hands)	✓	✓
Effectiveness of kill (EN standards)	✓	✓
Longer Lasting		
6-hour protection on skin against germ re-colonisation	✓	✗
24-hour protection on surfaces	✓	✗
Gentle		
Gentle on skin	✓	✗
Does not crack or dry skin	✓	✗
Does not strip skin of natural oils	✓	✗



Powerful. Gentle. Long-lasting.

UltraProtect™ kills 99.9% of germs and is incredibly long-lasting unlike traditional sanitising solutions like alcohol or bleach. Being alcohol-free, it is also gentle on hands and surfaces. These unique benefits of UltraProtect™ can clearly make a positive impact on any number of different industries. However there are circumstances and risks that are industry specific that will allow UltraProtect™ to make an immediate and significant impact.



Office

Offices may seem innocuous enough as far as hygiene goes, but appearances can be deceptive. Keyboards harbouring germs, bacteria on telephones and bugs on desk surfaces can easily transfer to the hands, eyes, mouth and nose. Central heating and air-conditioning systems simply exacerbate the risks, as does the increasing trend of hot desking.



Food & hospitality

With EU legislation such as the General Food Law Regulation (EC) 178/2002, hygiene compliance is a matter of legal necessity. Alongside chemicals and foreign materials, bacteria and other micro-organisms that cause food poisoning are one of the main hazards that can arise with food serving and preparation. Controls include clean and disinfected equipment, separation of raw and cooked food and, critically, the personal hygiene of staff.



Education

Children, by nature, are not the most meticulous when it comes to cleanliness and hygiene. This makes their immature immune systems even more vulnerable in places like nurseries and schools, where lots of children are gathered in sometimes quite confined spaces. UltraProtect™ can also help staff maintain hygiene standards when changing nappies, handling soiled clothing or when caring for a sick child.

Existing alcohol-based sanitising products stop working when they dry. UltraProtect™ kills germs for up to 24 hours – even when dry.



Healthcare

Primary care environments, such as GP and dental surgeries, are environments where people have increased exposure to germs. Patients can unwittingly transfer germs in the most innocuous ways, making effective sanitisers absolutely essential.



Public areas

Unhygienic conditions in private and public leisure amenities can lead to the spread of disease, respiratory conditions and even intestinal disorders. This is because micro-organisms in sweat, urine, saliva and faecal matter take advantage of any lack of proper sanitation. Outbreaks can lead to reputation-damaging closures. Even temporary problems will affect membership and visitor levels, and consequently business performance.



Agricultural

Whatever the agricultural environment there is the risk to humans of contracting Escherichia coli (E. coli) or other micro-organisms. E. coli can present a particular risk to young children who can present symptoms such as diarrhoea and even kidney failure. Something as innocent as a trip to the petting farm could present a real health risk.

Charles P. Gerba of the University of Arizona, has demonstrated that:

Proper hand washing and the regular use of gel or foam hand sanitisers can reduce illness and absenteeism by 30-50%

How does it work?

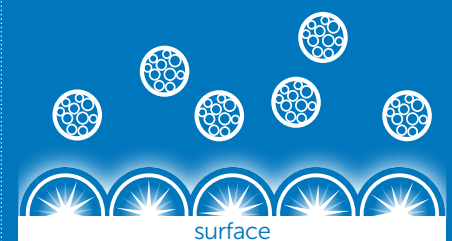
UltraProtect™ offers broad-spectrum, long-lasting, anti-microbial control in a much safer and more caring way than was ever believed possible. UltraProtect™ uses Residual Anti-Microbial Technology, which combines a physical action that pulls apart microbes with a chemical attack to utterly destroy them.

Unlike alcohol-based sanitisers, UltraProtect™ is gentle on skin, leaving the natural oils in place with no drying or cracking. Critically, UltraProtect™ offers both a 15-second speed of kill and residual protection with up to six-hours skin protection against germ re-colonisation.

UltraProtect™ is also effective over a range of temperatures and is non-hazardous and non-flammable, making it much safer to handle for cleaning staff who require no special equipment, training or personal protection.

Although deadly to bacteria, UltraProtect™ is gentle to all other living things. It has therefore been approved safe for use in the environments of healthcare, food production, animal welfare and many other environments including the home. It is also Halal accredited.

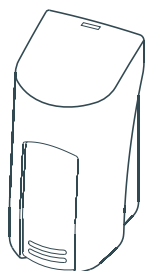
UltraProtect™ forms an invisible protective barrier



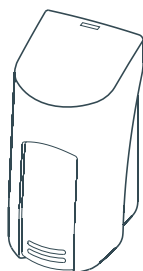
The range of dispensers

Poorly functioning dispensers can completely undermine any initiative to improve hand hygiene. That's why Initial has taken the time to present UltraProtect™ in dispensers which are not only practical but also good-looking and, importantly, eye-catching.

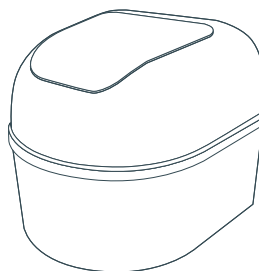
Our dispensers protect the contents from contamination and are easy for all to use including children, the elderly and people with disabilities. They are also robust, reliable, durable and easy to maintain.



 Gel hand
sanitiser



 Foam hand
sanitiser



 Hand & surface
wipe dispenser



 Hand & surface
wipe canister

For more information on the UltraProtect range visit www.initial.co.uk/ultraprotect or call us on 0845 600 3090.



Initial[®]

The Initial Promise

We are committed to keeping you healthy by providing high quality hygiene products and services that minimise your risk of exposure to bacteria and other infectious micro-organisms.

We take pride in delivering the highest levels of service to enable you to keep your organisation looking good, feeling healthy and most importantly, hygienic.

Why choose Initial?

At Initial we believe in the smart use of hygiene so you're covered in all key risk areas, not just in the washroom. Our broader approach will assist you in establishing good hygiene practice throughout your organisation, creating a healthier, more productive environment for everyone. You can choose from a complete rental and maintenance service to a straightforward and convenient delivery of hygiene supplies.

We offer:

- A full assessment of your current hygiene procedures
- Help with meeting your legal hygiene and environmental requirements
- Customised service agreements built around your hygiene requirements
- Products independently tested to biocide and REACH regulations, and CE certified
- Professional installation by trained engineers
- Service delivered on time, every time
- Local and responsive service from a nationwide network of service centres
- Expert customer care to ensure your service runs smoothly
- Total hygiene

Cubicle hygiene • Toilet and urinal sanitisation • Feminine hygiene

Air care • Hand hygiene • Vending • Water saving • Floorcare

For more information on the UltraProtect range visit www.initial.co.uk/ultraprotect or call us on 0845 600 3090.

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