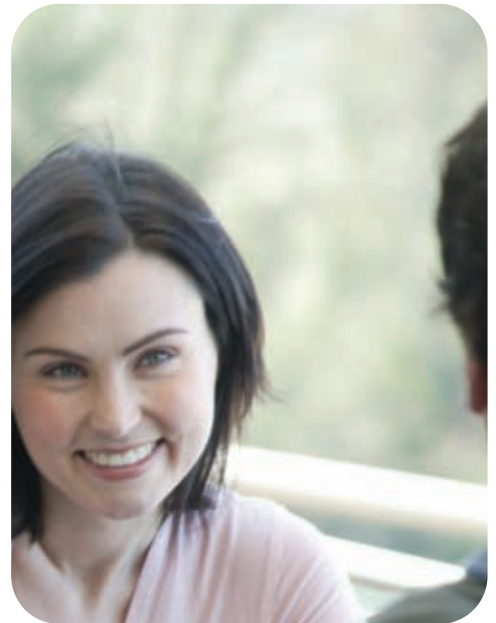




WC Sanitization



Caring for clean environments



WC hygiene above and below the water line

Every time the toilet is flushed, tiny droplets of water spray up from the bowl and land on the toilet seat and other washroom surfaces. These droplets are virtually invisible yet they can contain infection-spreading bacteria such as E coli. Such bacteria can be found several metres from the toilet and for up to half an hour after flushing! This is called the 'sneeze effect'.

Unfortunately, daily cleaning will not prevent or resolve these problems. So, Initial have developed the 3-step Hygiene Programme to eliminate the hygiene risks associated with the 'sneeze effect'.

The 3-step Hygiene Programme

Step 1 – The primary deep clean service

The service is performed by experienced technicians, using specialist equipment and industrial chemicals, to remove scale and biofilm (bacterial slime) from washroom surfaces. During this procedure the following areas will be treated:

- Under the rim of the toilet
- The toilet seat itself
- All other sanitary-ware surfaces
- The floor around the toilet pedestal

Step 1



Before



After

Step 2 – The Calmic Sanitizer system

The Calmic Sanitizer has been designed to provide ongoing protection against the build-up of scale and prevent bacterial infection.

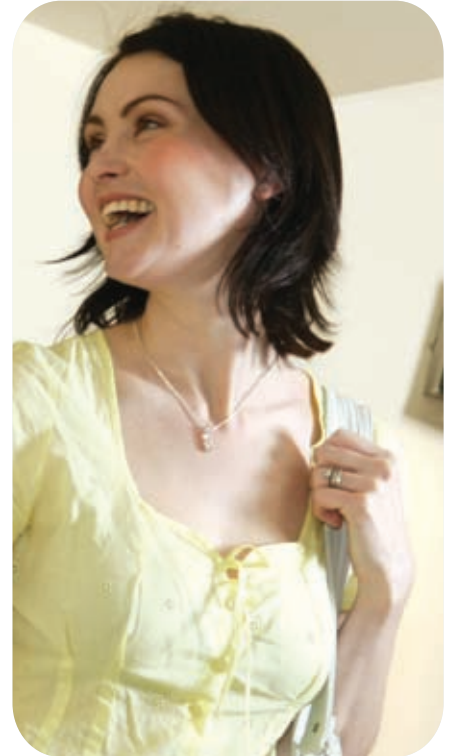
It is a small unit connected to the cistern, which is installed by the same technicians who carry out the deep clean. It works by releasing a specially formulated solution into the last part of each flush to combat scale build-up and prevent the spread of infection as a result of the 'sneeze effect'.

The special WC sanitizer fluid formulation:

- Rapidly kills bacteria in and around the WC
- Improves the cleaning effect of each flush
- Freshens the flushwater by adding a fragrance
- Remains in the WC bowl and is active between flushes
- Cleans where regular daily cleaning cannot reach



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Step 3 – Regular deep cleaning

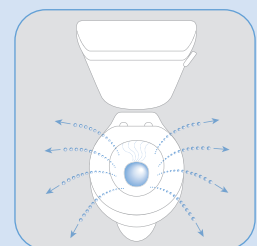
As the Calmic Sanitizer system protects only those areas touched by treated flush water, it is also necessary to thoroughly clean the rest of the WC area on a regular basis. This entails carrying out a deep clean on:

- All surfaces of the toilet that are untouched by treated flushwater
- The remaining plumbing fixtures
- The floor surrounding the WC pedestal



What is the 'sneeze effect'?

- The toilet is flushed
- Tiny droplets (or aerosols) of flush water (invisible to the eye) are ejected out of the toilet bowl
- Aerosols land on the toilet seat and washroom surfaces often several metres from the toilet itself
- These contain infection-spreading bacteria such as E coli



The Initial promise

We are committed to providing high quality services to keep users healthy by minimising their risk of exposure to the bacteria that are present in all washrooms. We take pride in delivering the highest levels of service to enable you to keep your washrooms looking good, thereby enhancing and protecting your reputation.

Why choose us?

We offer a complete washroom service from the rental and maintenance of equipment to the provision of washroom supplies.

- Professional installation by our trained engineers
- Customised service agreements to suit your needs
- Dedicated account management
- Local and responsive service from a nationwide network of service centres
- Can help you comply with your hygiene and environmental duties under the relevant legislation

The total washroom solution:

- Air care
- WC and urinal sanitization
- Cubicle hygiene
- Feminine hygiene
- Hand care
- Hand drying

Specialist range:

- Baby changing
- Hygiene monitor
- No-touch
- Metalskin

Additional services:

- Washroom vending
- Washroom supplies
- Hygienic floormats

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