

hi lines

●●●● special edition newsletter

Hygiene – the secure specialist

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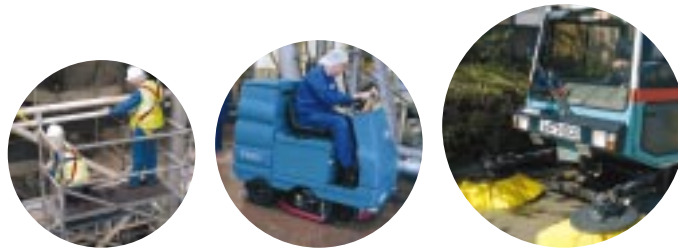
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Welcome to this special first edition of Hi Lines – the newsletter that sets out how Hygiene has become the number one cleaning and hygiene expert in food manufacturing.

Hygiene has the largest market share of cleaning and hygiene services in the food processing and manufacturing industry across the UK and the widest

coverage across the country. We are now using our core competencies to build a significant stake within the pharmaceutical industry.

Over the next few pages we are going to show why we are the best in the business. We will also overview the services we offer and ultimately present how Hygiene can help you.



New decade, new image

Hygiene is not only the expert in its field – we're also one of the most established, privately owned companies.

To celebrate our anniversary we are re-launching ourselves with a new and contemporary image. To mark the occasion we have created a special 20th anniversary logo that you will soon see on all of our stationery, brochures and adverts.

During 20 years in business Hygiene has grown into one of the largest and most respected market leaders in its specialist arena. From one office in Slough in 1983 the company

now operates from nine branches nationwide, employing almost 1000 staff. Throughout the years Hygiene has forged ahead with the latest innovations and technological developments – frequently reviewing and trialling new ideas – to ensure that the most advanced methods of cleaning are offered to all clients.



Did you know?

- 1 75 per cent of clients have been with Hygiene for at least five years
- 2 We are a single source provider for cleaning and hygiene
- 3 Customers benefit from national coverage from nine sites
- 4 We offer added value services like Pest Control and Laundry Services
- 5 We provide emergency cover – 24/7
- 6 Every employee holds Food Hygiene and Health & Safety certificates
- 7 Hygiene employs almost 1,000 trained staff
- 8 Our work wins National Training Awards
- 9 20 years' proven track record
- 10 Commended by the British Safety Council
- 11 Hygiene is an Investor in People
- 12 Most of our top team have been with us for over 15 years.

Added services, added value

Throughout the years we have become best recognised for our excellence in cleaning and hygiene within the food and pharmaceutical industries. In addition to these core offerings we have developed a range of services that complement our traditional competencies, but can equally be provided on their own merit.

Pest Control

Cleaning and pest control have natural synergies, as pests are often found where there is a food source. Trained staff, who are frequently already on site in a cleaning capacity, are able to deal with pests in a safe and effective manner, reducing contamination risks.



Laundry Services

These services can be easily absorbed and managed as part of a larger operation, removing the need for customers to deal with multiple facilities management companies.



Silo Cleaning

Silo cleaning must always be carried out by staff who are fully trained and conversant with all safety and environmental implications – when entering a silo staff are entering a confined and potentially hazardous space.

Our customers benefit from the latest equipment to successfully and safely perform this type of work.

Security

Security staff are frequently among the first representatives of a company that visitors and

customers see. Therefore our security staff are not only qualified to protect your premises but are trained to deal swiftly and politely with enquiries.

Hygiene security staff are supervised by the same management teams that run our cleaning and hygiene personnel, giving the added benefit to customers of only dealing with one or two managers.



Training

All Hygiene staff are initially trained in critical areas such as food hygiene and health and safety, whilst further in depth training is conducted throughout their employment in areas that are pertinent to their particular jobs.

To help ensure customer satisfaction all team managers undertake a management development course, which includes subjects such as motivation and customer services.

If you would like more details about these services please contact us on 01753 694 905.

Outsourcing made simple

As well as focusing on procuring ISO 14001 for Hygiene, Helen Millership, HR and Safety Manager, specialises in the latest TUPE legislation; facilitating the process for customers who are outsourcing cleaning and hygiene services.

Winning Ways

Our winning formula of excellent service and pricing has resulted in a number of major account wins during the past months.

Way ahead with Walkers

Hygiene has strengthened its relationship with snack food giant Walkers through the extension of our contract to clean at the factory that makes more crisps

than anywhere else in Europe.

Jack Reynolds, northern regional manager said: "Since we began work with Walkers in 1996 our tasks have grown to cover the weekly plant and high-level cleaning as well as a range of environmental services.

"This contract is a vote of confidence in Hygiene and secures more than 30 jobs. We can also increase our investment in training and equipment at Walkers, which means that we can improve the quality of our service while helping them to cut costs."

In Safe Hands with Hygiene

We recently fought off fierce competition to clean a large proportion of Safeway's in-house bakeries and staff kitchens across the UK.

Safeway awarded 200 of its store portfolio to Hygiene, as far north as Scotland and reaching the further southern point of Devon. On the back of our excellent service we now also clean a large swathe of Safeway's porticos and canopies. This is a significant expansion of our services with Safeway, so we have set up a number of fully

equipped mobile teams working evening and night shifts to clean the porticos and canopies from northern Scotland to southern England.

South east regional manager, Mark Bonnette said: "This contract is wonderful news for Hygiene. Not only have we secured a large contract with a household name but the quality of our service has resulted in the creation of a number of specialist jobs."



The heart of Hygiene

Food hygiene and cleanliness in preparation areas are at the very heart of our business, and our track record with some of the UK's leading food manufacturers is testimony to our commitment in this field.

Stringent safety procedures guarantee that work is conducted to the very highest levels, no matter how demanding the job and location.

Our competencies can be categorised into five main areas:

Food production equipment cleaning

A deep cleaning programme for food production equipment helps to guarantee plant efficiency. By liaising with both our clients' engineering and safety management we are able to design and implement safe systems of work.

The frequency of cleaning required will depend upon the design of the plant and its usage, as well as the microbiological and pest control needs.

High Level Cleaning

High level cleaning reduces physical product contamination and removes debris, while also contributing to the reduction of pests.

Our objective in this field is to create a programme that will maintain overheads and high level structures so that dust and residues do not accumulate to a level where product contamination or infestation is feasible.



Site Services Cleaning

In line with our single source capabilities we are able to provide a complete cleaning and hygiene service to cover almost any aspect non-production areas on sites, including amenities, changing areas and staff restaurants.



Office Cleaning

Although traditionally provided as a part time service, office cleaning is an integral part of our offering and can easily be absorbed into a more complex package.

Kitchen Cleaning

A structured programme of deep cleaning helps ensure the proper functioning and safety of the kitchen by removing the build up of residues.

Typical specification would include the cleaning of the building fabric, the canopies and extraction systems as well as the dismantling, cleaning and reassembly of all equipment. Ancillary areas are also included in the programme.

Potentially hazardous chemicals must be used safely and effectively and we ensure that they are disposed of in an environmentally friendly manner.



Hygiene Stores sets forth

Recently we expanded our service and product offering by launching a new division – Hygiene Stores. This tailor-made supplies division offers specialist equipment and disposables to the food industry.

With equipment ranging from specialist chemicals and brooms to ancillary equipment and protective shrouds, the Stores division is in a unique position to offer excellent products at competitive prices.

Business development manager, Tony Kelsey comments: "We have a long history of dealing with these types of products and equipment so we really understand the exacting needs of our customers.

"Our supplier contacts, which we have nurtured throughout the years, now allow us to offer specialist products at very competitive prices.

"Although the prices may be lower we haven't compromised on quality. For example, hairnets have metal strips fitted so that they can be traced in case they drop into machinery, while mops are expertly stitched and brushes bonded so that no parts can fall out and contaminate products."

Hygiene Stores employs twelve staff at branches in Leicester, Slough and Castleford.

Microbiology

Simon Brunker, our in-house microbiologist, is continually working with a range of industry experts to develop innovative and effective methods to improve our service and offering.

Recent developments include the trial of Sterilox, a sterilant so effective that it eliminates almost

every form of microscopic life, but is so safe that it can be applied to the skin.

Further projects include the development of Steritrox, a system that destroys bacteria through the use of an ozone generator and an electronic auditing system to facilitate inspections on site.

Rapid response – 24/7

Providing around the clock service to our customers is of paramount importance. Therefore we have launched a number of rapid response teams that are equipped to deal with calls from customers across the country at a moment's notice.

Hygiene history

As Hygiene celebrates its 20th anniversary managing director, Stephen Bailey, reflects upon some of the milestones in the company's history:

"Since Hygiene was founded in 1983 we have striven to provide outstanding levels of service and commitment to all of our customers, no matter what their size.

"Our growth has been founded largely on the quality of our staff. This was recognised early on when we received a National Training Award for work carried out by our subsidiary, Hygiene Technical Services. This was

followed by a commendation from the British Safety Council for 'services rendered in the cause of safety', and accreditation to BS5750, which later became ISO9000\2000, which at the time was a unique achievement within our industry.

"We ended our first decade with another confirmation of our commitment to our staff. In December 1992 we were awarded Investor in People status. This was a major milestone for us, and to this day we continue to invest in our staff.

"Our pace did not slacken in the second decade – our operations have spread beyond the UK and Ireland to Germany and Poland in mainland Europe. During this period we also became involved with Cold Jet in America to

develop a system of Cryogenic Cleaning Technology for applications within our industry.

"We are continually pushing the company forward. We are currently undergoing a process to formally recognise our Environmental Management

System, an important feature of our business and one that customers value.

"Finally, we have some exciting plans, that will continue to enhance our business and further equip us in our third decade."



Hygiene – reliability and reputation

Recently we surveyed many of our customers to establish exactly what they thought about us. The results were very positive: we were delighted to hear that our customers perceive us as honest, energetic, committed, patient and approachable.

Resulting from this survey, and as part of our overall image re-vamp, we have developed a new strap line that sums up Hygiene:

"Leading the way in food and pharmaceutical cleaning and hygiene"

We are committed to achieving this in every aspect of our work and hope that you will soon experience our outstanding levels of service if you are not already doing so.

Our brand

All companies and brands have their own personality and attributes that people associate with them. Now that we are moving into a new era for the company we have chosen to develop our logo and image to represent Hygiene as it is today, as a leader and information source within food and pharmaceutical cleaning and hygiene markets.

You will notice that our new logo features the internationally recognised symbol for information – *i*. Providing advice on a raft of



Committed to excellence

Re-branding for any company is a large scale and complicated process, but at Hygiene we view this process as an opportunity and an investment in providing the very highest standards of service.

subjects from high level cleaning to pest control, information is at the core of what we do, and that's why it is literally at the heart of our brand.

We have chosen to retain our sophisticated black and silver colouring with the added touch of bright green for a vibrant feel.

Our new image also reflects our modern, forward looking and successful organisation.

A vision for growth

A commitment to excellence must start from within an organisation. So we have set out our vision which we share with all our personnel at every level.

