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HYGIENE PRESENTS A CLEAN NEW LOOK

In keeping with its profile as the country's leading environmental cleaning specialist, the Hygiene Group has introduced a clean new look to its website.

Hygiene provides specialist cleaning and hygiene services specifically tailored to the food and pharmaceutical industries. A long-established business, it recently reviewed its brand identity to reflect its standing in the industry and its reputation for being at the leading edge of cleaning solutions.



Managing director Stephen Bailey says: “We changed our brand image to reflect the personality of our business. A key element of the new design was the way that the letter ‘i’ stands out in our logo. We used the international symbol for information because we want to be recognised as the first point of contact for any food or pharmaceutical business that needs specialist cleaning. We have now made that the focal point of our website, which we see as the gateway to our services.”

The new Hygiene Group website, on www.hygiene.co.uk is fast and easy to navigate. Comprehensive drop down menus take users directly to the most relevant area for their enquiry and special features include a price estimate

calculator so that customers can use a simple formula to obtain prices for silos and kitchens.

Ends

Note to Editors

Hygiene operates from 10 UK sites and has grown from modest beginnings more than 20 years ago to become the largest and leading supplier of hygiene management in the UK. It can be visited at www.hygiene.co.uk

For further information or for the high resolution version of the image used above contact:

Guy Robson

Wyatt International PR, Wyatt House, 72 Francis Road, Edgbaston,
Birmingham, B16 8SP

Tel: 0121 454 8181

Fax 0121 455 9785

Email: grobson@wyattinternational.com