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NEW YEAR, NEW IMAGE, NEW DRIVE

Hygiene has launched an aggressive sales drive, supported by a new, vibrant image, in a bid to further expand the client base of this already thriving company.

Over the past 20 years Hygiene has carved a significant niche for itself as the leading specialist in cleaning and hygiene for the food and pharmaceutical industries.

Stephen Bailey, managing director and co-founder of Hygiene explains: “Since the early 1980s Hygiene has developed from a small, specialised cleaning company into one of the largest and leading suppliers of hygiene management in the UK.



“Recently we have considered our position within the market and have developed detailed plans to double our turnover by 2006, whilst maintaining our high levels of customer satisfaction and standards.”

Hygiene's new and vibrant logo reflects a renewed sense of drive and determination as a company. The internationally recognised symbol for information – *i* – is now an integral part of its logo, demonstrating its capability to provide advice on a raft of subjects from high level cleaning to pest control.

Stephen concludes: "Information is at the core of what we do, and that's why it is literally at the heart of our brand."

ENDS

Note to Editors

Hygiene operates from 10 UK sites and has grown from modest beginnings 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

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