

## Cleanology goes national in major new expansion drive

3 years ago



Award-winning commercial cleaning contractor Cleanology is bringing its sustainable and ethical approach from London, to the rest of the country.

After 20 years servicing the capital, and nearly 10 years in Manchester, Cleanology is forging ahead with new hubs across the Midlands, Scotland and the South-West. Now working in 14 cities across the UK, national clients include a well-known electric vehicle manufacturer and a number of leading national chains.

To mark the national launch, Cleanology has commissioned an HGV to be specially branded in its iconic green & blue flag logo. Speaking at the launch, CEO Dominic Ponniah said: "We are excited that this branded HGV will be travelling to every part of the country at the same time as we expand our business across the UK. While our base has always been London, we've been delivering contracts in Manchester for almost 10 years and now have offices in Manchester and Leeds. The launch of our national service is a natural expansion which will make our future growth plans possible. This year, we have already grown by 50%. We aim to double our turnover in the next three years to £30m; going national is part of that journey."

In just the past 12 months, Cleanology has expanded from its London and Manchester hubs, to 12 additional towns and cities, including Banbury, Bedford, Bicester, Birmingham, Bristol, Edinburgh, Exeter, Glasgow, Leeds, Liverpool, Reading and Southampton. A further dozen locations will be launched over the next year.

Ponniah described the move as a fresh offering for commercial contract cleaning in the regions. He said:

“Cleanology is large enough to cope, but small enough to care. We are known for our award-winning sustainable projects – some of which have helped us to save 28,000 plastic bottles every year – and, in 2021, we won a Living Wage Champion Award from the Living Wage Foundation. We are looking forward to bringing innovation and green cleaning to a wider audience.”

Clients have also welcomed the move. Katy Tennant, Director of UK Operations at Clockwise, said: “We use Cleanology at a number of Clockwise locations throughout the country. Their ‘clean green’ approach, using chemical free cleaning; their attention to detail, and their ethics are just a few of the many reasons why we chose them. The Cleanology team have become an extension of our own building teams and our members rave about their service.”

The national launch ties in with Cleanology’s 20<sup>th</sup> anniversary celebrations. Festivities were delayed in 2020 due to Covid, but in April this year, a number of Cleanology clients and staff attended a glittering black-tie dinner at Tower Bridge to celebrate.