

Nurture Group rebrands its pest control business

1 year ago



The Nurture Group has renamed its pest control business, formally Rokill Limited, under its new Nurture Pest Control brand to better reflect the company's environmental and sustainability focused policies and procedures.

Rokill was acquired by Nurture in November 2021 and is one of Britain's leading pest control companies, providing services to commercial, domestic and public sector clients.

Investment and nationwide expansion

Recently, Nurture has invested in growing the business through the acquisition of four pest control businesses to create nationwide coverage, as well as expanding its surveying and account management teams across the UK.

As part of the growth plan, Nurture have also invested in new innovative services such as AI intelligent bird call alert systems, drones for surveying, connected tech for rodent traps and electrostatic foggers to magnetise disinfectant used during post treatment clean ups. The use of sniffer dogs in identifying pest infestations such as bed bugs has also proven to be a successful new arm to the business.

Commitment to sustainable pest management

Chris Evans, chief operating officer for Nurture Group Workplace Solutions, said: "The past year has seen huge growth for the business, and we felt that now was the right time to align our pest control brand with the rest of the Group. In doing so, and by adopting the ethos of the rest of our business which has

biodiversity at the fore, Nurture Pest Control aims to be the UK's most sustainable pest control business.

"Our focus is on keeping pests out of premises and in the external environment where they belong, and where we can support them as an essential part of the eco-system by providing natural habitats, in which they can thrive."

New regional office for Nurture Group

Nurture Pest Control officially moved into its new, purpose-built facilities in Ringwood, Hampshire on 9 July, which will become a regional hub for the Group. The building will also act as a showroom, displaying living walls and interior and exterior plant displays that enhance workspaces, help support eco-systems and have been proven to improve employee wellbeing.