

Cleanology anticipates surge of interest in its sustainable values at new London show

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Leading office and commercial cleaning company [Cleanology](#) will be joined at a major new London show by key partners that have supported it on its journey of sustainable growth.

The Living Wage Foundation, The Hygiene Bank and environmental conservation social enterprise Carma will be on hand to pass on their expertise during stints as guests at Cleanology's stand at Anticipate London.

Informa PLC - the world's largest exhibition organiser - has announced that the co-located exhibitions, Facilities Show, FIREX, IFSEC and Safety & Health Expo are now part of the newly launched Anticipate London, which runs from December 2 to 4 at ExCeL, London.

Anticipate London will still represent the core markets of security, fire safety, Health and Safety and Facilities Management, but is expanding to cover anyone with responsibilities for the workforce and the corporate real estate driven by converging tech, risk/threat control and regulatory/climate change.

Co-Founder and CEO of Cleanology, Dominic Ponniah, is a prominent Real Living Wage (RLW) advocate. He serves as the Co-Chair of the Living Wage Foundation's Recognised service Provider Leadership Group, where he champions fair pay and supports businesses in adopting the RLW. The current UK Living Wage is £12.60 and in London £13.85.

Cleanology has now raised £117,000 in its first four years of hosting an annual fundraiser to raise funds for The Hygiene Bank - the people-powered charity and social movement, committed to tackling hygiene poverty in communities across the UK.

The multi-award-winning company – based in Vauxhall, South West London – has also been working with Carma, which aims to make a positive social and environmental impact through initiatives such as tree planting by Armed Forces veterans, assisting them on a pathway to meaningful employment.

Welcoming the launch of Anticipate London, Mr Ponniah said: “Cleanology focuses its efforts on areas which achieve the greatest environmental impact so an event like Anticipate London is the ideal stage for Cleanology to showcase its capabilities. We have been the first to market in several key areas with the aim that environmental innovations can become established as industry norms.

“We are extremely proud that 45% of clients choose Cleanology for our sustainability record. In fact, we don’t see any value in partnering with companies unless they are like-minded and similarly ambitious on sustainability”.

Cleanology has been demonstrating a commitment to sustainability for some time. It has been a pioneer in eco-friendly initiatives such as being the first in Europe to introduce portion-controlled biological cleaning sachets as well as being the first cleaning company in the UK to issue staff uniforms made from recycled plastic bottles. These schemes have resulted in saving 46,800 litres of cleaning solution and 62,400 plastic bottles annually.

Furthermore, the introduction of uniforms made from recycled plastic bottles prevents 7,000 bottles from entering landfill each year. From June 2023 to July 2024 Cleanology saved 143,648 pieces of plastic from being used, marking an impressive 78% increase from the previous year. Cleanology also prioritises fair pay and employee well-being, ensuring 99% of its employees receive the Real Living Wage, a massive increase from just 18% in 2017.

Visit Cleanology at Stand FM2626.