

Robert Scott's P-Wave brand has a fresh new look for 2025

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[Robert Scott's P-Wave](#) brand is looking forward to a year of growth after unveiling a fresh new look.

"We've been enhancing the washroom experience with our air-freshening products for many years, and now it's time to refresh our brand," says P-Wave Brand Manager Mark Wintle at Robert Scott.

"Simple and elegant, our newly developed branding is as memorable and effective as our popular fragrances and brings a breath of fresh air to the P-Wave brand. The new design captures the bold and fun side of what we do, and it is appropriate to go into a new year with a new look as we celebrate two major milestones for P-Wave in 2024.

"First, the huge success of our collaboration with NHS England to deliver its incredibly important men's health message – "Blood in your pee? Contact your GP practice" – via specially branded awareness-raising urinal mats in thousands of washrooms nationwide, and the second, our becoming a Robert Scott brand in September.

Success for NHS collaboration

"During Q1, with the help of our customers, we will have succeeded in placing over 750,000 of our NHS-branded Slant6 urinal mats in men's washrooms across the country, from pubs, offices and restaurants, to shopping malls and stadiums. Our partnership with NHS England is unique and has gained amazing momentum as many large businesses have come on board to support this important and potentially life-saving initiative. We are thrilled that this ever-growing group of partners includes Sodexo, PHS Group, Balfour Beatty, Mitchells & Butlers, Wincanton, and even Manchester United football club. The more men see the message, the more effective the campaign becomes.

P-Wave – the trailblazers in fragrance solutions

“We were delighted to welcome P-Wave into the Robert Scott family last September,” says Alastair Scott, Sales Director at Robert Scott. “We’re always looking to add innovative brands that can help us enhance our position in the market and the offering to our customers. P-Wave is a brand we have long admired and fits that bill perfectly.

“P-Wave has built a strong reputation for innovation and quality in the washroom sector, and we see great potential to grow its market share and commercial success even further.

“Our aim is to integrate the high-performance product range with our established distribution channels, to extend the reach of the brand to new audiences and deliver even more value to our customers. The new look will help us to further differentiate P-Wave, rightfully positioning the brand as the trailblazers in fragrance solutions that captivate and inspire.”

The Cleaning Show 2025

“Our fragrances are unrivalled in potency and longevity, standing head and shoulders above the competition, and we maintain a relentless focus on innovation – pushing boundaries with cutting-edge designs and forward-thinking solutions,” concludes Mark Wintle. “Our commitment goes beyond products – it’s about contributing to a better future – through sustainable practices and our ongoing meaningful partnership with NHS England.

“We achieved over 25% growth last year and we’ll be introducing new air freshening products in 2025. A fresh look to our website and literature is on the way, and we are excited that our new branding, as part of the Robert Scott group, will enable a dynamic and fresh approach for the coming year.”

The new look brand will be unveiled in its entirety at The Cleaning Show 2025, visit stand D2 at London’s ExCel from 18 to 20 March to find out more.