

DuraClean secures landmark UK-wide contract with WGC

7 months ago



Fast-growing cleaning products company [DuraClean](#) has secured a three-year nationwide contract with cleaning and maintenance business WGC, which services hundreds of hotels, office locations and educational facilities across the UK.

The deal follows a successful trial and will see DuraClean supply WGC with cleaning consumables, equipment such as vacuum cleaners and floor polishing machines, bespoke staff uniforms and eco-friendly cleaning chemicals.

WGC services more than 300 hotels across the UK for a client base which spans brands such as Ibis, Novotel, Moxy, IHG, Radisson, Hilton and The Resident, as well as luxury locations in London including The Connaught, Claridge's and The BoTree.

The company carries out the cleaning of hotel rooms and public areas, marble and windows as well as kitchen deep cleans and stone floor restorations, and operates a facilities management division offering repairs and maintenance.

Headquartered in London, WGC has 6,000 staff and annual revenues in excess of £100m.

Yasin Shariff, managing director of Birmingham-based DuraClean, said: "This is a landmark contract for DuraClean. It solidifies our position as a trusted supplier to the outsourced housekeeping sector, and demonstrates our ability to secure and manage large-scale, long-term agreements with precision, reliability and tailored, end-to-end solutions.

"The award of this contract follows a successful trial period with WGC, during which we showcased our

capability to meet the client's needs with tailored products and services.

"By combining our innovative technology platform, bespoke product offerings and dependable service, we're committed to helping WGC drive operational excellence and deliver outstanding results. We're proud to collaborate with WGC and look forward to contributing to its continued success."

DuraClean supplies a comprehensive range of cleaning and hygiene products, including essential janitorial supplies such as microfibre cloths, dusters, sponges, mops and buckets, advanced robotic cleaning solutions and bespoke embroidered staff uniforms.

As a one-stop shop for outsourced housekeeping and contract cleaning businesses, it supports over 600 UK hotels as well as schools, commercial properties and industrial sites. Its wholesale division supplies retailers and facilities management companies. The company's offering is underpinned by a technology platform which streamlines ordering and supply chain management.

DuraClean, which began trading in 2023, is trading ahead of expectations, with turnover for the current financial year projected to reach £1.8m. It is moving to new 10,000sq ft headquarters at Birmingham's Rovex Business Park to support its expansion.

Yasin and co-founder Imran Khandhia are aiming to increase annual revenues to £5m within three years, fuelled by an expanded product range and growing customer base.

"The move to our new premises will enable us to scale our operations, meet demand from existing and new clients and secure further partnerships with industry leaders," said Yasin.

"At the same time, we are investing to scale and enhance our technology platform to further improve the customer experience."

Martin Birch, chief executive of WGC, said: "We chose DuraClean for its ability to provide a comprehensive, one-stop shop service and its seamless ordering system via a bespoke technology platform, ensuring ease of use and efficiency.

"Other factors were its consistent and reliable delivery, strong sustainability credentials and its ability to provide tailored reporting, ongoing support and demonstrations.

"We had a need for a more integrated, tech-driven supply chain partner as we grow the business. We now benefit from a dedicated account management team for tailored support, monthly reporting and analysis to drive efficiency, regular equipment demonstrations and bespoke uniforms that align with our brand identity.

"Collaborating with DuraClean marks a significant step forward for WGC. The company's extensive product offering, spanning cleaning consumables, chemicals, uniforms and equipment, combined with its ability to tailor solutions to our specific needs, sets the company apart.

"This three-year agreement is a reflection of our shared values in operational efficiency and sustainability, and I'm confident it will bring immense value to our clients and our team."

John Raponi, operations director at WGC, said DuraClean's performance during the trial period exceeded expectations.

He added: "Its ability to align with our operational needs, deliver on time and provide a robust range of products made the integration seamless. DuraClean's technology platform has simplified the ordering process for our team, and I'm looking forward to building on this partnership to enhance efficiency and service delivery across our sites."