

P-Wave's NHS body awareness partnership wins major European marketing award

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P-Wave's body awareness partnership with NHS England won the Marketing Campaign of the Year category at the 24th European Office Product Awards in Amsterdam in March 2025.

"It is a real honour to be recognised alongside several strong contenders, for such prestigious Europe-wide awards, and in the important office products sector," says P-Wave Brand Manager Mark Wintle at Robert Scott. "The other finalists included Essity, Lyreco Group and Pilot corporation, so for a smaller brand like P-Wave to win, demonstrates the power and reach of this important men's health initiative."

Putting a focus on the washroom as a centre for wellbeing and men's health

For the past 15 months, as part of a major earlier cancer diagnosis drive, an NHS England partnership with P-Wave has encouraged men to consult their GPs if they see blood in their urine. The collaboration has seen the important health message – "Blood in your pee? Contact your GP practice" – delivered directly to those at risk through a special message featured on P-Wave's Slant6 urinal and trough screens.

Diagnosing cancer early means it is easier to treat and can save lives, which is why the NHS chose to collaborate with P-Wave, urging men to be aware of changes in their bodies and to contact their GP practice if they notice symptoms that could be a sign of cancer.

"It is time to put an increasing focus on the washroom as a centre for wellbeing and men's health," says Mark Wintle. "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."

“With the support of our customers, as we head into Q2, we will have succeeded in placing over 800,000 of our NHS-branded Slant6 urinal mats in men’s washrooms across the country, from pubs, offices and restaurants, to shopping malls and stadiums.

“We are thrilled that this ever-growing group of partners includes Sodexo, phs Group, Balfour Beatty, Mitchells & Butlers, and even Manchester United football club. The more men see the message, the more effective the campaign becomes.”

Collecting the award at the event, Mark Wintle said: “A huge thank you to everyone who has contributed, supported and continues to make this campaign a success, and congratulations to all the winners and shortlisted finalists. Here’s to making an impact and saving lives, one urinal at a time!”