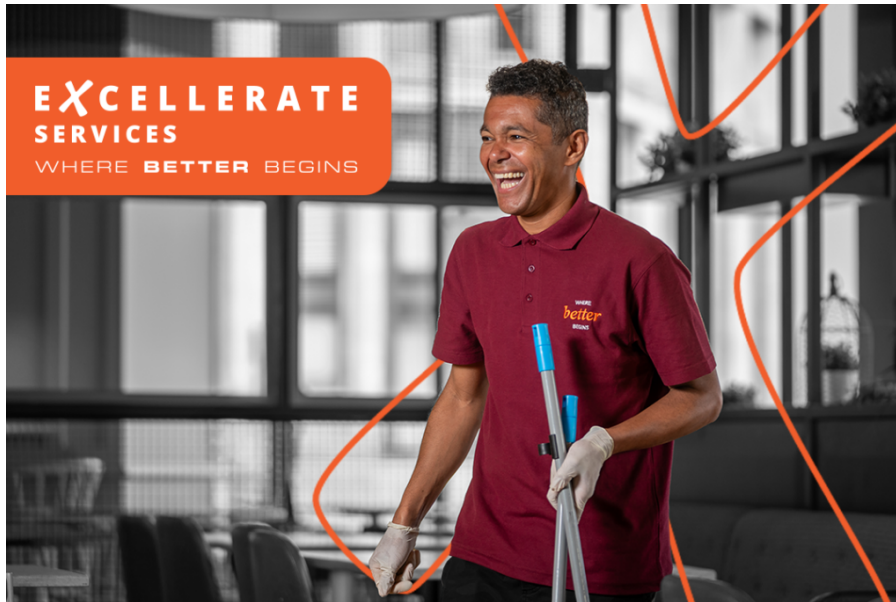


## Excellerate Rolls Out Global Brand Refresh Across UK and Ireland

4 hours ago



[Excellerate](#) has launched a refreshed brand across the UK and Ireland as part of a wider global rebrand, aligning the business under a single, unified identity.

The move reinforces the company's focus on consistent, high-quality delivery across cleaning, hygiene and security services, while reflecting its scale and presence across international markets.

Excellerate Services UK & Ireland has been delivering expert cleaning and hygiene services for over 30 years, supporting clients across retail, corporate environments, distribution, manufacturing and destination venues.

The new brand is anchored in the statement 'Where Better Begins', reflecting a commitment to improving every environment that the Excellerate team manages through quality, care and attention to detail.

"This is about clarity and consistency, both globally and at a local level," said Johan Venter, CEO of Excellerate Services UK & Ireland. "We are aligning our brand with the standards our teams deliver every day across the UK and Ireland."

The refreshed identity is already being rolled out across sites, reporting and client communications, supported by over 9,500 colleagues across the region. Excellerate continues to invest in data-led operations through its Velocity platform, providing real-time visibility across cleaning and security services to support more consistent performance.

"Clients expect transparency and measurable outcomes," said Nick Rastelli, Group Marketing & Sales



Director. "This refresh better reflects the quality, consistency and insight-led approach that underpins our service delivery."

Across its UK and Irish operations, Excellerate is delivering measurable results, including time savings, cost efficiencies and improved service performance across multiple client environments.

The refreshed brand will continue to roll out globally, aligned to the company's operating philosophy, The Better Way.