

SEEDA Sustainable Business Awards aim to encourage and promote a sustainable approach to business in the South East region through celebrating excellence, significant achievement and through the dissemination of best practice.

RENTOKIL PEST CONTROL AND RENTOKIL INITIAL RESEARCH AND DEVELOPMENT

COMPANY BACKGROUND

Rentokil Pest Control is the world's largest commercial pest control company. It operates 163 branches in 37 countries and employs 4,350 people. Over the years, Rentokil Pest Control has established itself as the market leader in health and safety and environmental protection through its constant drive to improve its products and services. Many of its innovations have been driven by the company's Research and Development function (based at East Grinstead, West Sussex) which aims to find better and safer ways of delivering its services and reducing or eliminating any adverse environmental impacts. The company operates to the highest standards and in addition to working within appropriate regulatory frameworks, has in place a comprehensive range of policies and procedures, augmented by training courses and technical support.

SUSTAINABILITY INITIATIVES

Rentokil takes the view that environmental protection is a strategic business issue and is therefore an integral part of corporate strategy. The company is committed to continually improve and to promote sound environmental practice and ensuring that all employees are engaged in the process. The company has set clear environmental objectives, identified related performance targets and put monitoring procedures in place. It is committed to reporting the results.

Product innovations (see below) have been accompanied by novel treatment methods, especially reduction in 'blanket spraying'. This has led to a dramatic reduction in the usage of insecticidal sprays and powders, without reducing the effectiveness of treatments. The company has also given emphasis to the development of more environmentally acceptable insecticides and techniques.

Supply Chain

The company has committed to a programme of research and development to ensure that all products and services are regularly reviewed in terms of their environmental effects and benefits. It seeks to make every effort to ensure that the health and safety of its customers and the quality of their environment will be sustained or enhanced by the delivery of Rentokil's services.

Innovations

Innovations within Rentokil Pest Control are led by Rentokil Initial's Research and Development Division. Its activities are certified to ISO 9001 and the more demanding requirements of Good Laboratory Practice and it is officially recognised as a pesticide testing facility by the European Union. The company is clear that environmental impact is a principal driver for its research and development and product development.

Much of the company's research is targeted at understanding the characteristics and behavioural patterns of pests. This allows the development of more targeted solutions which reduce or remove the need for toxic materials in treatments and also enables pest

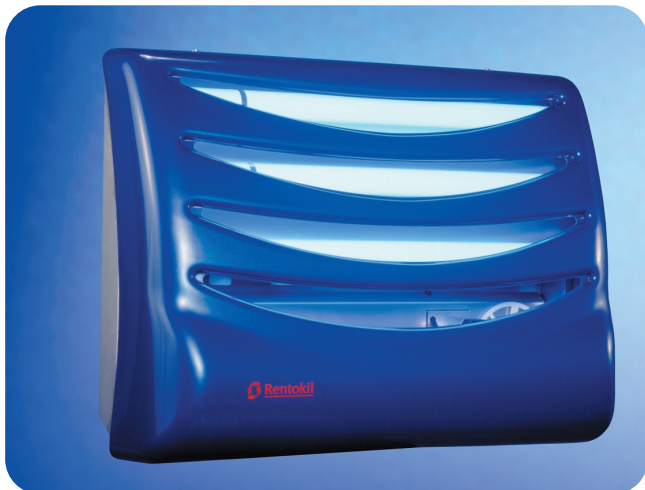
KEY ACHIEVEMENTS

- ❖ A series of corporate policy statements under the banner of Corporate Social Responsibility – including company ethics, health and safety, environment, supply chain relationships and community involvement. These apply to all branches in all countries and include performance monitoring and auditing.
- ❖ The company has developed more targeted solutions to pest control problems, reducing or removing altogether the need for toxic materials in treatments.
- ❖ Development of a 'smart' insecticide which breaks down in a controlled manner when exposed to light, while remaining active for several months in the dark areas inhabited by insects.
- ❖ Use of patented pressure pad technology in a rodent 'early warning system' which enables detection of the location and number of mice in high risk areas to enable carefully targeted and timed control measures, thereby reducing quantities of rodenticide needed.
- ❖ Incorporation of Bitrex - the most bitter substance known, and intolerable to most people – in its products, effectively preventing even the smallest quantities being ingested by humans.
- ❖ Controlled Atmospheric Technology (CAT) bubble system – an environment-friendly process for controlling insects – using non ozone-depleting gases (such as CO₂ or N₂) to eliminate insects at all stages of their life-cycles.

prevention, over and above control. Important innovations include:

- *The development of a cockroach powder based on a naturally occurring substance which is actually permitted for use as a food additive under UK Regulations. (The powder works by absorbing waxes from the insect's cuticles which initiates rapid dehydration.)*
- *The development of a more palatable edible binding ingredient for rodent 'bait blocks' increasing the efficiency of take-up of rodenticide.*
- *Developing tamper-resistant 'bait stations' for rats, mice and cockroaches to prevent bait being misused or ingested by non-target organisms.*
- *Incorporating Bitrex (the most bitter substance known) in all rodenticide baits, to prevent even the smallest amount being ingested by humans. (Research indicates that rodents are less repelled by bitter tastes than humans, so will accept a higher concentration before Bitrex can be detected.)*

- Development of Rodenticide Paste Baits to control mice more effectively and to improve the safety of the product. The baits incorporate a blue warning dye and are applied in tamper-resistant bait stations using a caulking gun thereby reducing the risk of spillage or extraneous ingestion.
- A unique development by Rentokil - fumigation bubbles, or sealed airtight containers, into which fumigant gas is passed to kill the pest within. These allow fumigation to be performed safely in almost any area where traditional methods would not be possible. The company also offers a Controlled Atmosphere Technology (CAT) bubble system, which is a completely environmentally-friendly solution for controlling insects. It uses non ozone-depleting gases, such as carbon dioxide or nitrogen, to eradicate insects at all stages of their life cycle.
- Last year the company developed a Mouse Monitoring Unit, which uses patented pressure pad technology to detect the location and numbers of mice in high risk areas. This enables a quick response to any pest activity, and ensures that control measures will be timely and carefully targeted.
- In 2002 Rentokil formulated PyGo, a 'smart' insecticide which breaks down in a controlled manner on exposure to light – designed specifically for environmentally sensitive areas where exposure to non-target species must be prevented. The active ingredient in PyGo is d-phenothrin, which has very low mammalian toxicity and is chemically-related to the naturally occurring insecticide derived from the chrysanthemum plant. This ingredient remains active in dark areas inhabited by insects for several months but will break down within a few weeks under exposure to light.



- Also in 2002 the company launched the latest version of its Flying Insect Control System (FICS), called 'Luminos 3'. The FICS has now totally replaced the conventional high voltage arc 'zappers' at Rentokil. In the more traditional device, insect fragments, bacteria and fungal spores can become airborne and spread infection. The FICS catches insects on an adhesive film, then encapsulates and destroys them as the film is wound on, thereby removing risk of contamination from airborne material.
- Early in 2003, Rentokil will launch a new rodent trap which represents a major step forward for safe and environment-friendly pest control. Unfortunately, details of the innovation cannot be disclosed at this stage for competitive reasons.

Corporate Social Responsibility

The majority of Rentokil's corporate policy statements – including company ethics, health and safety and environment – are brought together under the generic theme of corporate social responsibility. Operating internationally, Rentokil interacts every day with many thousands of communities, businesses and individual members of the public. Accordingly, it has established corporate policy on community involvement which it seeks to apply across its whole operating environment. The set of principles embodied in that policy include respect for local cultures and religions, for human rights and democratic institutions, and 'to promote and stimulate sustainable development to play an important role in preserving and enhancing the physical environment and conserving resources.'

The company regularly sponsors PhD studentships and provides support and workspace to Master's level student research in relevant areas, notably pest control and tropical plants.

Rentokil actively encourages charitable giving and operates a 'matched giving' scheme worldwide, in which any amount up to £1,000 raised by employees for charitable causes is matched by the company (within an annual Board-approved budget).

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