

# A greener, leaner cleaning service comes to Wales

**R**idge Crest Cleaning Limited is one of the fastest growing companies in the UK. It is a specialist in the cleaning and support services sector and expanding its highly successful operation into Wales.

When Ian Beach established Ridge Crest Cleaning Limited in 2004 he didn't consider himself to be a pioneer. Yet that's exactly what he's become. The following year, in partnership with a major local authority in Kent, Ridge Crest introduced the UK's first 100 per cent sustainable cleaning contract. Delivering a complete range of services to commercial, public sector, leisure and industrial premises, Ridge Crest uses only environment-friendly and biodegradable products and utilises the latest steam and microfibre cleaning technologies.

In 2006, Ridge Crest's commitment to sustainable business won it the Kent Environment Award for Best Practice.

**Responsible for sustainable cleaning**  
Mr Beach, a 20-year veteran of the

service industry, soon recognised that his customers required an alternative to traditional cleaning products and methods.

He said: "Development of our eco-friendly cleaning contract just made perfect sense. Our clients are becoming increasingly aware of their need to protect the environment and to operate in a more sustainable way. We can help them to improve their green credentials with something as essential as their cleaning requirements."

#### **Eco-effective, cost-effective**

As well as being a committed environmentalist, Beach is an astute businessman and knew that his service had to be competitive.

He said: "On a typical office contract, 16 traditional cleaning products are required but only four green ones. Our way of working has led to a saving of around 20 per cent on overall cleaning costs while simplifying the process and improving general standards of cleanliness."

Its work for the Greyhound Racing

Association alone has saved the organisation more than £20,000 annually. What's more, many traditional cleaning products can be harmful to the user as well as the environment. Ridge Crest's products do not contain irritants or sensitisers – another good reason for going green.

#### **Credible, committed and commercial**

Ridge Crest's business is proving to be highly successful and is a good example of how a commitment to sustainability brings new opportunities. Its focus on the environment is at the core of the company's values – from recycling and saving paper to using LPG-powered vehicles, it's become an established way of doing business for all of its 360 employees.

#### **Win-win for Wales**

Ridge Crest is introducing its sustainable cleaning contract in Wales, a prospect that Mr Beach is clearly excited about. He said: "As a Welshman, I'm delighted that the focus of our growth in 2008 should be on Wales. We've had tremendous interest in

our services already and I know that many businesses here are eager to operate in a more sustainable way. Our contract gives them the opportunity to save money, have their premises cleaned more thoroughly and help the environment. It really is a win-win solution for everyone."

**Ridge Crest is launching its recruitment campaign. If you want to get involved in Ridge Crest's exciting opportunities in Wales visit [www.ridgecrestcleaning.com](http://www.ridgecrestcleaning.com), contact Ian Beach on 01622 717414 or email [ian@ridgecrestcleaning.com](mailto:ian@ridgecrestcleaning.com).**

