

Press release

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BYOTROL SETS A PERFECT EXAMPLE

Byotrol plc, the anti microbial technology company stopping the spread of superbugs in hospitals and hygiene issues in food factories is now an official supplier to Perfect Example, the leading provider of professional domestic cleaning services.

With a presence in the Cornwall and Devon region, Perfect Example cleans both residential and holiday homes in the area and chose to work with Byotrol based on the efficacy of its technology coupled with its safety and environmental credentials.

Following stringent testing, Perfect Example has now signed a manufacturing agreement with Byotrol plc which includes the company's own label product incorporating Byotrol's technology.

The decision to utilise Byotrol was based upon the efficacy of the Byotrol technology, its low hazard and low toxicity combined with the excellent benefits the technology brings to removing microbial growth. Byotrol's technology is safe to use in the home environment as it is not considered poisonous to humans, animals or plants and it is fully biodegradable in landfill and waste water.

Byotrol continues to work for extended periods after application and due to the functionality of the technology, development of resistance by micro-organisms is highly unlikely.

Commenting on the partnership with Byotrol, Scott Fairhurst of Perfect Example said: "We use a huge amount of cleaning chemicals a year so we set about reviewing which chemicals were the most environmentally friendly, which ones actually worked and what would be the safest cleaning chemical to use by our staff, in our customer's premises."

Scott Fairhurst continues: "All our mainstream cleaning will now be done using our "detergent sanitiser" product which is great news for the environment, our customers and our staff. Byotrol have really impressed us and we are delighted to have such a great, environmentally friendly product that deals effectively with bacteria and helps us deliver an even higher level of cleanliness and sanitisation."

Gary Hilton, Sales Manager for Byotrol adds: "We are delighted to be working in partnership with Perfect Example. At Byotrol we have a product range that provides a total hygiene control solution therefore eliminating the need to change products every few months to combat resistance.

"Our technology really can deliver significant cost savings in the cleaning industry due to the fact that it continues to work for extended periods after application. The residual efficacy not only keeps surfaces microbially safer for longer, but also makes surfaces easier to clean, thus delivering our unique "stay clean" effect. We look forward to seeing the success of Perfect Example's own label product keeping homes clean and sanitised across Cornwall."

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If you wish to find out more information about Byotrol products call 0161 277 9518 or go to www.byotrol.com.

Perfect Example Ltd is the leading provider of professional domestic cleaning and holiday home management services within North Cornwall. For further information call 01208 895216 or go to www.perfectexample.co.uk.

Byotrol: How It Works

The breakthrough that makes Byotrol unique is that it uses a combination of the laws of physics and chemistry to halt the march of bacteria.

Byotrol has a three stage effect on micro-organisms (bugs) and it uses changes in surface tension as the basis of its attack on bacteria. Surface tension has a huge effect on small things and a small effect on big things. The effects of Byotrol on the bugs are deadly, but the process only has a measurable effect on the tiniest of living organisms and is therefore harmless to humans and animals. Byotrol interferes with the conditioning of the surface, such as a wall or table, **before** the micro-organism lands, making it more difficult for the micro organism to settle on the surface and stay there and reproduce.

When the micro-organism secretes material in an attempt to form a biofilm, (ie what is needed for it to stick to the surface) the secretion compounds - proteins, polysaccharides or oily type materials - are all disrupted by the pervading surface tension regime, making it much more difficult or impossible for the bug to form a firm attachment to the surface.

Finally, the bug, in its weakened state, succumbs to the gentlest of biocidal action provided by the associated biocides contained within Byotrol. These are not heavy duty compounds, but when acting on such a tiny life form as a micro- organism, they cause the bug's membrane to burst before it has a chance to reproduce.

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