



Bio-Based Cleaning Pilot

Large Facility Management Company
(Anonymised Case)

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Proven performance at scale – beyond appearance alone

A large international facility management company conducted a **6-month pilot** to evaluate whether Ownwell bio-based cleaning solution could match or outperform conventional chemical cleaning under real operating conditions. The objective was not sustainability in isolation, but to assess performance, financial impact and carbon footprint together – across multiple sites and applications.

Pilot scope

- **Duration:** 6 months
- **Total area tested:** approx. 65,000 m²
- **Cleaning frequency:** daily
- **Applications included:**
 - Scrubber dryers and cleaning robots
 - Manual floor cleaning (mops & cloths)
 - Laundry machines
- **Environments:** retail, offices, public facilities and airport

Cleaning performance

- Cleaning performance assessed as **equal to or better than traditional chemicals**
- **4 out of 5 conventional cleaning chemicals replaced**
- No issues related to odour, skin contact or indoor air quality
- Reduced surface residue due to:
 - elimination of overdosing
 - use of stabilised, purified water
- **Immediate visible results** reported at many sites
 - In areas with historic heavy chemical residue, improvement occurred progressively over several cleaning cycles

Note: The solution is **not a disinfectant**.

It supports daily cleaning by stabilising surface conditions between cleaning cycles.

Financial impact (conservative)

Based on internal calculations across pilot sites:

- **40-55% reduction** in spend on traditional cleaning chemicals
- **40-60% reduction** in laundry detergent costs
- Simplified product portfolio and reduced logistics

The business case was strongest where **water filtration capacity matched site size**

Carbon footprint impact

Using internal LCA comparisons and operational data:

- **>90% reduction in CO₂e emissions** related to cleaning chemicals (product level)
- **15-30% carbon reduction targets exceeded** across all pilot cases
- Potential annual reduction: **hundreds of tonnes of CO₂e**, depending on rollout scope

LCAs followed ISO 14067 methodology. Distribution impact represented <1% of total footprint.

What users and stakeholders said

"This is the most innovative cleaning solution I have seen in 20 years."

"The customer could see an immediate positive effect after implementation."

"This is a plug-and-play solution for us"

"After six months, we are still looking for limitations."

(Quotes anonymised from retail, office and transport environments.)

Why this matters

The pilot demonstrated that Ownwell **bio-based cleaning can be scaled** when performance is evaluated beyond appearance alone.

It also highlighted the need for new evaluation models that include:

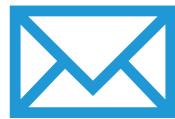
- operational consistency
- people and HSE impact
- total cost of ownership
- documented carbon reduction

Interested in seeing what this could look like at your site?

A controlled pilot allows you to evaluate performance, cost and sustainability in your own environment, using your existing routines and machines.



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