



Media Release:

Rentokil Initial Develops Its Indoor Plants Business to Gear Up In Workplace Environments Market

March 2nd 2009

Initial Tropical Plants, New Zealand's (and the world's) largest provider of indoor plants, replica foliage and flowers for commercial environments, today announces a new brand name: **Ambius** and a development programme for the business.

Ambius, which grew revenues by 6% to in New Zealand in 2008, despite an economic downturn, will have a single brand across the Pacific, greater market profile and additional revenue streams through the expansion of its product range.

The new brand name will better reflect the company's extended service portfolio which will build on the company's 21 years' experience of designing, installing and servicing interior plants. The expanded product portfolio, will include a new range of containers and plants, corporate artwork and interior plantscaping design service, that improve help workplace environments and employee well being.

The launch of the new **Ambius** brand name is part of a programme to focus brands within the Rentokil Initial organisation on their core strengths. Today, the Rentokil brand is squarely focused on pest control and the Initial brand focused on hygiene solutions.

Ray Borg, Regional Director **Ambius** for the Asia Pacific Region, comments: "This new initiative will deliver a powerful and consistent brand presence, and over time will introduce a wider range of services to maximise its potential."

"In particular, **Ambius** will target those large scale international organisations which operate across borders. This is a market leading business and today's announcement is another example of our company investing for growth."

He said: "As the market leader, Rentokil remains a strong brand for pest control but its association was not right for the expert design and servicing of plants and other products which have proven benefits in enhancing workplaces."

Alexis Middleton, Business Manager for **Ambius** Auckland says: "What it means is that, **Ambius** will aim to make it easier for companies in New Zealand to create greener spaces by recognising the need to remove indoor air toxins and to be more environmentally aware and healthier. "

"In these increasingly environmentally aware times, the essence of the **Ambius** brand is the creation of more environmentally sustainable work places and practices. Green building design is becoming an integral way of living and working in New Zealand and indoor plants have a vital role to play in this process."

As part of the brand and product enhancements, **Ambius** will launch the division's new website www.ambius.co.nz , new products and services and roll out with a new look from March 2009.

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About Ambius

Ambius is the world's largest provider of plants, replica foliage and flowers for commercial environments. **Ambius** also offers a broad range of products and services including ambient scenting, and artwork which can help improve employee productivity, reduce absenteeism and boost morale in the workplace. **Ambius** is a division of Rentokil Initial Pty Ltd.

In New Zealand the **Ambius** employ over 80 colleagues, who work throughout New Zealand in various plant technician, sales, support and managerial roles.

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