

# Case Study: Janitorial Express

## Driving Circular Economy and Carbon Transparency in London's Cleaning Sector

### EXECUTIVE SUMMARY

Janitorial Express, a premier London-based supplier of cleaning and hygiene products, has successfully integrated sustainability into the heart of its commercial strategy. By partnering with Neutral Carbon Zone (NCZ), the company has moved beyond simple carbon footprinting to provide sophisticated, data-driven reporting for its clients. Leveraging NCZ's expertise, Janitorial Express has categorised thousands of products from over 400 suppliers to create a system that provides transparent, product-level carbon data. This initiative, coupled with the strategic transition of its delivery fleet to electric vehicles, has transformed sustainability from a moral commitment into a powerful commercial differentiator. The company is steadily electrifying its London delivery capacity through planned lease renewals, positioning Janitorial Express as a leader in sustainable distribution.

### INTRODUCTION

In the highly competitive commercial cleaning and facilities management sector, demonstrating genuine environmental responsibility is essential. For Janitorial Express, a company with a 35-year history of service in London, the commitment to sustainability has always been a core value. However, as major clients began to demand granular, verifiable data on the environmental impact of their supply chains, the company recognised the need for a more professional and data-driven approach to carbon management. Neutral Carbon Zone (NCZ) provided the necessary framework and expertise to measure, manage, and report on their emissions with the precision required by modern blue-chip clients and FM companies.

### THE CHALLENGE

The most significant challenge for Janitorial Express lay in the complexity of its supply chain, which constitutes the majority of its Scope 3 emissions. With over 400 different suppliers providing thousands of products, from paper consumables to chemical cleaning agents, gathering consistent and comparable sustainability data was a monumental task.

**As David Gourlay, the company's representative, notes:**

*"The big thing we've uncovered is how tricky it is to get all that information from the suppliers... bringing it all together is a hell of a job."*

The company needed a solution that could not only standardise this disparate data but also translate it into a cohesive, easily digestible report for its customers. Furthermore, as a London-based specialist, they sought to quantify the inherent carbon advantage of their local delivery model compared to competitors operating from outside the capital.

### **WHY JANITORIAL EXPRESS CHOSE NCZ**

Janitorial Express had been on a sustainability journey for many years, but they chose to work with NCZ due to the organisation’s superior responsiveness and practical expertise. Having previously worked with other consultants, the company found that NCZ offered a "quicker response time" and a more collaborative approach. Crucially, NCZ was able to provide specific, cost-based metrics that could be integrated directly into Janitorial Express’s existing ERP and IT systems. This partnership allowed Janitorial Express to bridge the gap between raw data and actionable business intelligence, making the complex world of carbon metrics accessible and useful for their commercial operations.

### **THE PROCESS**

The process of working with NCZ involved a deep dive into Janitorial Express’s product-related Scope 3 emissions. NCZ assisted in categorising all products into seven distinct material categories (such as paper, metal, and wood) and provided the specific carbon metrics for each. This data was then extracted from the company’s ERP system and, with the help of IT specialists, transformed into sophisticated Power BI reports. The journey also included optimising delivery routes and tracking vehicle emissions. The company is currently working with NCZ to move this data into a user-friendly customer portal, allowing clients to self-serve and access their own carbon footprint reports directly from the website.

### **THE RESULTS**

The collaboration with NCZ has delivered significant strategic and operational benefits:

<b>Result Area</b>	<b>Impact on Janitorial Express</b>
Data-Driven Transparency	Provides customers with detailed, factually accurate reports on the carbon footprint of every product they purchase.
Commercial Advantage	The ability to provide verified carbon data has become a key differentiator in tenders and new business acquisitions.
Fleet Optimisation	A growing portion of the company’s fleet is now electric, with ongoing route optimisation in place to further reduce delivery emissions.

Supplier Engagement	The process has encouraged the company's 400+ suppliers to be more receptive and transparent regarding their own environmental impact.
Sustainable Choice	Ensures that sustainable product options are favourably priced, making the switch to green products a "no-brainer" for clients.

## STAKEHOLDER RESPONSE

The response from clients has been exceptionally positive, particularly from FM companies and venues that are under pressure to report on their own Scope 3 emissions. By providing a "no-brainer" option where sustainable products are competitively priced, Janitorial Express has made it easier for their customers to choose the greener path. Internally, the management team now has a much clearer understanding of where the biggest emissions lie, allowing them to focus their efforts where they will have the most impact.

The company has already recommended NCZ to several other FM companies, citing the "proof of the pudding" in the results achieved.

- **Client Value:** Commercial cleaning companies use Janitorial Express to bridge the gap between competitive pricing and sustainable operations.
- **Supplier Engagement:** Despite initial difficulties, the majority of the 400 suppliers have been receptive to the company's push for data transparency.

## LOOKING AHEAD

Janitorial Express is committed to continuous improvement. The next steps in their journey include:

- **Customer Portal Launch:** Finalising the online portal so customers can access their carbon data in a visually rich, user-friendly format rather than just spreadsheets.
- **Full Fleet Electrification:** Continuing the transition of their delivery vehicles to 100% electric as technology and infrastructure allow.
- **Enhanced Supplier Metrics:** Working to refine the data received from suppliers to ensure "apples are compared with apples" across all product categories.

## CONCLUSION

For Janitorial Express, the partnership with Neutral Carbon Zone has been instrumental in transitioning sustainability from a complex data challenge into a core pillar of their commercial strategy. By providing clear guidance and expert support, NCZ has empowered the company to not only meet but exceed client expectations, enhance their reputation, and secure their future market position.

**As David Gourlay concludes:**

*"The proof of the pudding is I've already over the years recommended you to several FM companies."*

## Quick Wins

- Local Delivery Model:** Specialising in London-only deliveries to ensure the lowest possible carbon footprint compared to national distributors.
- Electric Vehicle Transition:** Successfully began transitioning the delivery fleet to electric vehicles, with further expansion planned.
- Product Categorisation:** Systematically categorised thousands of products into seven key groups for accurate carbon reporting.
- Competitive Pricing:** Ensuring that sustainable options are favourably priced, making the switch to green products a "no-brainer" for clients.

## IMPACTFUL PULL-QUOTES

*"If you've got a requirement in London, Janitorial Express will be able to deliver to you with the lowest carbon footprint."*

*"The big thing we've uncovered is how tricky it is to get all that information from the suppliers... bringing it all together is a hell of a job [but] we're working on it with the assistance of NCZ."*

*"Good, quicker response time from you guys... the proof of the pudding is I've already recommended you to several FM companies."*

*"Where the cost is the same, then it becomes a no brainer."*