

# CASE STUDY

DOC  
CLEANING



## Re:mind

Re:mind products are all produced by Amplify Goods, who after partnering with BCHS in 2022, created Re:mind - an innovative social enterprise working to deliver meaningful support to people through their Quiet Changemakers initiative and provide work for those experiencing homelessness through the sale of sustainable washroom products.

Re:mind was designed with environmental and social impact front of mind. Due to the design of the glass bottles, each 5L refill of hand soap replaces at least 16 traditional pre-filled pump bottles which in turn reduces the transport carbon emissions of distribution.

As well as environmental support, Re:mind donates at least 50% of their profits to initiatives that support a healthier planet and mental health.

## Overview

After extensive research, we found that many companies offered a sustainable advantage, yet few offered a notable social impact. In November 2022, we secured a contract with Amplify Goods to bridge this gap.

Our partnership with Amplify Goods was established shortly ahead of its partnership with Bunzl Cleaning & Hygiene Supplies and the development of Re:mind. This initial partnership was intended to extend our supply chain and enhance sustainability, whilst delivering a positive social impact.

After the development of Re:mind, our partnership became much stronger, achieving environmental and community involvement goals.

“Delivering our services in a more sustainable way is high on the agenda for DOC, and this includes supporting people and communities. We’re proud to be the first BCHS customer to champion the RE:MIND range, directly supporting the valuable work of Amplify Goods’ social impact initiatives through the use of RE:MIND on our client sites and through promotion in our ESG newsletters.”

*Jeff Silver - Head of ESG, DOC Cleaning*



## Challenges & Solutions

After extensive research, we found that although within the cleaning industry many companies offer a sustainable advantage to their products, few offered a social impact alongside. In order to achieve our social value commitments, having the social impact within our supply chain is crucial.

After BCHS began working with Amplify Goods in 2022, the partnership led to the launch of a new Bunzl Exclusive Brand, RE:MIND, a luxury hand and body care range developed in collaboration with Amplify Goods.

## Our Partnership

In late October 2022, Jeff Silver, Head of ESG, discovered Amplify Goods and successfully secured a contract in early November 2022. From there we successfully implemented Amplify's products onto our sites, advancing both our sustainability objectives and those of our clients.

As their values closely align with ours, partnering with Re:mind allowed us to achieve shared professional goals. Amplify Goods is a diverse owned and led social enterprise who produced the brand Re:mind, which is also in conjunction with Bunzl UK & Ireland.

We utilise Re:mind's forever bottled hand soap, and Amplify Good's hand, hair and body wash, on selected sites.

## Results

Further supported our sustainability and social value commitments. Solidifying our Beyond Cleaning Strategy. Directly supported the charitable initiatives of Wilderness UK and Amplify Goods' Quiet Changemakers programme. Each purchase helps provide inclusive employment opportunities for individuals facing barriers such as disabilities and homelessness. It has been estimated by BCHS that 12 months of DOC Cleaning's purchases, have created 460 hours of work for the Amplify Goods team, including vulnerable people who wrap the glass bottles and bracket components for Amplify Goods at Crisis and EthStat Ethical CIC.



## Our Business

Founded in 1972, DOC Cleaning Limited provides cleaning and associated support services to over 500 locations throughout the UK. An independent, family-run organisation, we pride ourselves on being honest, friendly and approachable, whilst adopting a professional and innovative attitude to all of our activities.

If you would like to discuss Innovative Cleaning or any other DOC services, please get in touch via the email or telephone number below.

## Contact Us



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re:mind®