

Green Planet Solutions
Cleaning Matters
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CLEANING MATTERS

Fostering innovation



**Green Planet Solutions
md, Matthew Anderson,
looks at the importance of
innovation in the cleaning
industry and the need for
channels that enable
manufacturers to bring
their ideas to market**

From the telephone to the steam engine, here in the UK we have a long standing history of innovation. It is essential that we continue this trend and encourage innovation if we are to stay competitive and to work towards a more sustainable future.

Innovation is currently the new buzz word in the cleaning industry, especially when it comes to the development of new eco-friendly products. Many of the people that are conducting the research and development of these new products may well have the intellectual property, but many do not have the market knowledge or experience to take their ideas further. Likewise, there are many companies within the industry that have the infrastructure, market channels, experience, sales force and resources to push innovations forwards but may not necessarily have the new product ideas or knowledge of the technology to create this next generation of products. It is clear then that collaboration leads the way forwards within the cleaning industry.

It may be the case that working with a partner company could help you to market your new innovation, or that you could develop someone else's ideas using your own industry experience. Either way collaboration between companies can