



Media Release
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A NEW NAME AND A GREENER DIRECTION FOR RENTOKIL INDOOR PLANTS DIVISION

Ambius is the new name for Rentokil Tropical Plants, Australia and the world's largest provider of indoor plants, silk floral arrangements and interior artwork for commercial environments.

The new name comes with a new 'greener on the inside' marketing program to position indoor plants as a necessity for indoor environments.

"Our new name in the Pacific region brings us in to line with the company across the world and is part of a program to focus brands within the Rentokil Initial organisation on their core strengths," reports **Ambius** Regional Director for the Asia Pacific Region, Mr Ray Borg.

"Long term growth will come from a single brand across the Pacific region, greater market profile and additional revenue streams through the expansion of our product range."

Recognition of the role of indoor plants is growing, with the Green Building Council now awarding two points towards green star ratings for indoor plant installations*.

In addition, research from around the world confirms the role of plants improving indoor air quality, their cooling and noise reduction effects and in turn, their contribution to increasing employee productivity.

"There is now a direct link to the bottom line for employers, apart from improving the aesthetics of interior spaces. Creating greener spaces by recognising the need to

remove indoor air toxins means better workplace and customer environments, improving well being for all,” says Ray.

“Greening on the inside is a win-win for everyone involved.”

The new **Ambius** brand has been designed to better reflect the company’s extended portfolio which builds on the company’s 21 years’ experience in designing, installing and servicing interior plants. The portfolio will include a new range of containers and plants, corporate artwork and interior plantscaping design services.

Ray Borg says **Ambius** will target those large scale international organisations which operate across borders.

“While we have lost some customers particularly smaller ones in the hospitality sector as a result of the downturn, we are a market-leading business and today’s announcement is another example of our company investing for growth.

As part of the brand and product enhancements, **Ambius** has launched a new website www.ambiusindoorplants.com.au, and now begins the roll out of its new look, products and services.

The head office of **Ambius** is in Sydney, with other offices in Melbourne, Brisbane, Gold Coast, Adelaide, Perth, Canberra and other regions in Australia. Over 160 people are employed, working in various plant technician, sales, support and managerial roles.

Within the Rentokil company, the Rentokil brand is now squarely focused on pest control and the Pink brand focused on hygiene solutions.

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* For more information on the Green Building Council Australia, go to the Office Interiors / Interior Environment Quality section, (IEQ – 15 ‘Indoor Plants’): <http://www.gbca.org.au/green-star/rating-tools/green-star-office-interiors-v1-1/1530.htm>