

# SPECIALIST CLEANING PROTECTIVE COATINGS



## BETHNAL GREEN ROAD

As a company, we believe that actions speak louder than words. So we were delighted when Tower Hamlets Council gave us the opportunity to demonstrate how effective our advanced cleaning techniques and specialist coatings are in dramatically improving the appearance of an inner city area.

One street was targeted – Bethnal Green Road. Our first task was to remove all stickers and flyposters from street furniture. We then applied our Original High Profile Anti-Flyposting Coating to all utility and traffic signal cabinets, and our low-profile coating to all lamp columns and signposts.

Old and flaking pedestrian guard railings didn't escape. They were cleaned, had rust and loose paint removed, and were given two coats of Micaceous Iron Oxide (MiO) paint with a black gloss finish.

The pilot project was such a success that we were asked to apply our anti-flyposting system to all utility cabinets (some 1100 in all) in the Isle of Dogs, Stepney, Wapping, Bow, Poplar, Bethnal Green and Shoreditch.

### Payback Scheme

We also worked with Tower Hamlets Council on their programme to encourage young offenders to put something back into the community. We showed them how to remove posters and stickers, and how to clean and prepare the cabinets. The most promising candidates also became proficient in applying the priming coats.

Our successful pilot project to clean up Bethnal Green Road was extended across the whole Tower Hamlets area.



**“THANKS TO YOU AND YOUR STAFF FOR ALL THEIR HARD WORK. WE KNOW IT WILL HELP TOWER HAMLETS BE A CLEANER AND SAFER PLACE TO LIVE AND WORK.”**

**MARK CUTLER, GROUP MANAGER, LOCAL ENVIRONMENT TEAMS, TOWER HAMLETS**

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