



Leicestershire based Twycross Zoo attracts over 700,000 visitors every year and has used Knighton as their janitorial supplier of choice since 2008. Their most recent project helped boost the venue's branding and reduce toilet tissue consumption.

155
Branding
opportunities
created

CHALLENGE

With such a high footfall through their washrooms, they needed washroom dispensing systems that could ensure cost-in-use and help prevent waste. The operations team were also realising that the washrooms could serve a secondary purpose in helping promote their brand to the many visitors that frequented them.





SOLUTION

The branding idea coincided with the same suggestion from Knighton and resulted in 155 new branded toilet tissue system dispensers being installed site-wide. Not only did the dispensers help reduce toilet tissue use and waste through single sheet dispensing, but they also created the equivalent number of opportunities to reinforce the zoo's brand!

155

k-One Centrepull Toilet
Tissue Dispensers

2008

Began partnership

“The new toilet roll dispensers have been a lot more sustainable to our operation and easier for our teams to maintain. The custom designs fit in with our brand standards and we look forward to developing more custom products with Knighton in the future.

Jacob Sanders, Head of Operations, Twycross Zoo