

LEMIRE GREENSPACE. CASE STUDY.

How incorporating Foamstream can benefit your business and increase turnover by 20%.

Client name: Lemire Greenspace, France

Sector: Contracting services

Background: Contractors providing green space maintenance services across the Haute-Normandie region of France.

No. of Machines: 2 x MW-Series

Areas treated: Town centres, residential areas, playgrounds, parks and schools.

Previous methods used: Hot water & steam



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Our company has tried various alternative weed control solutions since 2010 and Foamstream is without doubt the most effective. Whereas hot water solutions only killed 50-60% of weeds on site, Foamstream instantly killed over 95% of weeds on first application, with just 2-3 applications (depending on the state of the soil). Foamstream is now the only weed control product for us.”

Managing Director, Lemire Greenspace.



Benefits of Foamstream

- Safe for use around people, animals and waterways
- Lowest number of treatment cycles compared with alternatives
- All surface, all weather, year-round use
- No additional costs attributed to operator certification or protective clothing
- Multi-functionality – suitable for weed control and cleaning applications
- Easy to use – simple to set up and start using
- 100% natural herbicide-free solution
- Additional revenue stream for our business
- Chance to increase customer base with new product offering
- Positive public engagement tool
- A team of highly qualified, helpful and efficient technicians

Background

Established in 1921, Lemire Greenspace is a third-generation family-run business providing green space maintenance services across the Haute-Normandie region of France.

PROBLEM

Lemire Greenspace were struggling to offer an effective chemical-free weed control service due to unreliable and inefficient previous methods like hot water. Furthermore, they were receiving an increasing number of requests for environmentally-friendly weed control along the banks of the river Seine.

ACTION

Unwilling to use chemicals of any kind, Lemire had always relied on hot water systems. Having decided to trial two new systems, steam and Foamstream, they found Foamstream to be a far superior method of weed control.



Treating around residential road edges.



Treating around road edges and on the bank of the Seine river.

RESULTS

Foamstream has enabled Lemire Greenspace to expand into a market which had previously been unavailable to them, offering an effective weed control service to cities, towns, small communities and business'. Lemire currently use over two tonnes of Foamstream foam concentrate a year.

Upon using Foamstream, it became clear that it offered many benefits. One of the biggest of which was that Foamstream required only 2 - 3 treatments per season, as opposed to other methods they had tried which required 4 - 5 treatments minimum.

Treatment speed was faster than any other method tested and furthermore, the ability to apply Foamstream in any weather, including rainfall, enabled them to operate from very early in the season until very late. This allowed for effective use of the workforce and eliminated costly downtime. The fact that Foamstream also kills seeds and spores resulted in reduced regrowth and therefore subsequent application times were also reduced.

Other notable benefits Lemire found were the ease-of-use, traceability and reliability of the Foamstream machines.

Foamstream offered more than just practical benefits too. It's environmentally-friendly credentials also removed any limitations in terms of where the system could be used or indeed, when Lemire could operate it due to its all-weather treatment functionality. Not only did it gain the company new attention and business, but also promoted them as forward thinking and concerned for the health and safety of the environment and its inhabitants.

The combination of these benefits have since given Lemire Greenspace the edge on their competitors, growing their customer base significantly and resulting in an estimated turnover increase of 18-20%.