

# idVERDE.

## CASE STUDY.



How idverde reduced overall man hours spent on weed control by 75% - reducing labour costs and helping to minimise weed regrowth.

**Client:** idverde (formerly Quadron, UK)

**Sector:** Contracting Services

**Background:** Europe's largest provider of grounds maintenance services and landscape construction projects – operating throughout the UK and France.

**No of machines:** 5 - Foamstream M1200s, 1 - MW-Series

**Areas treated:** Hard and soft surfaces including parks, sports pitches, residential areas and playgrounds.

**Previous methods used:** Hand weeding, strimming, hoeing and herbicides

**Website:** [www.idverde.co.uk](http://www.idverde.co.uk)

### BACKGROUND

A leading UK grounds maintenance and landscaping company, idverde offers an extensive range of outdoor services, from professional open space management to landscape design and build, grounds maintenance, tree surgery, outdoor facilities management, biodiversity management and waterways management. idverde has been providing grounds maintenance to the London boroughs of Southwark and Hammersmith and Fulham who respectively wanted to reduce and completely remove the use of herbicides from their boroughs.

### TESTIMONIALS

*"Since using Foamstream, we've cut down on the health and safety issues associated with strimming and moved away from laborious methods such as hand weeding. It's changed the way that we weed hard surfaces, soft surfaces and playgrounds in our borough and means we don't have to use herbicides. It's clean and easy to use and allows us to properly allocate labour, which has helped to save 75% of our time when compared to using previous methods of weed control."*

**Terry Burns, Senior Contact Manager, idverde.**

### PROBLEM

1. Using traditional methods of killing weeds, such as herbicides, can mean that operators are unable to work during normal working hours as it poses a threat to the public and animals. They are also unable to carry out work in herbicide-free areas.
2. Labour costs are high and workers are often occupied for excessive hours due to the tedious process of removing unwanted vegetation via traditional practices such as hand weeding.

### ACTION

Foamstream was trialled for six months to test whether it would control vegetation efficiently and validate the labour saving Foamstream was claiming. Before the initial purchase, Foamstream was trialled against various other herbicide-free methods such as flame burning and acetic acid. After the test period, an MW-Series was purchased and is now in its fourth year of use in Burgess Park, Southwark. When other key clients for idverde (London Borough of Hammersmith and Fulham) decided to ban herbicides, Foamstream was again tested. This time, against a hot water system. After an eight-week trial, Foamstream was chosen due to the visible benefits gained from a lower number of treatment cycles and a more effective kill-rate per square meter. idverde went on to purchase five Foamstream M1200s which they mounted on flatbed trucks.

## RESULTS AND CONCLUSION

Needing only one operator to use a machine, Foamstream was able to reduce the overall man hours required of idverde's labour force focused on weeding, allowing them to concentrate their time on other tasks. Due to Foamstream's ability to treat weeds in any weather, managers were also able to plan operations in advance, accurately allocating labour time, knowing that unexpected weather conditions would not impact the job's execution. This ensured there was little labour downtime resulting in cost savings for both idverde and their clients.

Foamstream delivered fast, visible and longer-lasting results, which in turn has reduced compliance issues with idverde's clients. It has replaced hand weeding in the area and significantly reduced treatment times by as much as 75% compared to previous methods.

Foamstream works especially well for idverde in areas where there may be people or animals, as there is no risk attached to the product when using it around the general public.

Due to the low frequency of treatment cycles needed when using Foamstream, it has allowed idverde to reduce man hours and has helped eliminate any safety risks to the public and the operators which were associated with previous weed control methods. Currently all five machines are used across one of their main herbicide-free clients, the borough of Hammersmith and Fulham. Two across the parks and three in the residential areas. They are also in Burgess Park, Southwark where there is a strong focus on reducing herbicides.

**BEFORE**



**AFTER**



**DURING TREATMENT**

