

Washroom Perception: Every Impression Counts

Each aspect of an office building, restaurant or venue reflects upon the entire business, so every impression counts – including in the washroom. From the brand of hand soap to the softness of the hand towels, success is found in maintaining a clean, hygienic and premium experience in the washroom.

A recent study conducted by Harris Interactive and sponsored by SCA found that 29 percent of U.S. adults would never return to a restaurant with extremely unclean or unsanitary washrooms. The study also found that 93 percent of Americans believe the condition of the workplace washroom is an indicator of how a company values its workforce.

One of the ways businesses can create a positive washroom experience is to commit to waste reduction, hygienic standards and sustainability. This includes avoiding clutter of excess paper towels on the floor, broken dispensers, sitting water and other unsanitary occurrences. Visitors also want high-quality products, including comforting tissue products, gentle hand soap, absorbent hand towels and environmentally-friendly items.

SCA, the maker of the Tork® brand of away-from-home paper products in North America, recently launched its most luxurious line of Tork High-End Hand Towels, providing an extra soft and absorbent option for improved comfort and better hygiene, while also maintaining an elegant image. Customers know they're getting a quality experience when they feel the softness and see the embossed leaf on the towels, which represents SCA commitment to sustainability.

Along with the Tork High-End Hand Towels, SCA also introduced new dispensing options. The Xpress Countertop Dispenser focuses on style and performance and features finger-proof technology and anti-slip pads. The one-at-a-time dispensing system allows visitors to only take what they need and guarantees a 25-percent less paper waste in the washroom.

Tork has a range of washroom products designed to uphold a clean and hygienic standard with its healthy and sustainable resources. For example, Tork's Elevation Intuition Dispenser uses touch-less technology to reduce the spread of washroom germs while controlling the amount of paper that is dispensed.

Creating a clean and hygienic washroom is a simple but critical task in building management and maintenance that leaves a lasting impression on customers and keeps them coming back to the business.