



Think ahead.

The Inclusive Hygiene Playbook: A better restroom for all

When restrooms fall short, people notice, and facilities pay the price. Our playbook offers research-backed tips to empower your staff to improve hygiene for a larger group of individuals, making restroom hygiene accessible for all.



Is your public restroom turning people away?

More people than you realize face barriers to hygiene in public restrooms. Someone who is neurodivergent may be sensitive to loud noises coming from an air dryer. A person who suffers from OCD or shy bladder syndrome might even limit how much they eat or drink to avoid using a public restroom.

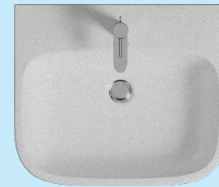
The list goes on.

Research shows that people make changes to their daily routine to avoid using public restrooms - leading to an impact on business performance and reputation. Here's some insights you may not know.



54%

of venue visitors contend with some form of physical or cognitive challenge.¹



44%

of people feel anxious about using public restrooms, and often plan their days and travel around ensuring they have access to proper hygiene in public restrooms.²



38%

of people avoid eating or drinking to limit public restroom use.²

52%

of people have acted upon a poor restroom experience, impacting revenue and reputation.²

¹ Tork Insight Survey 2025, conducted in US, UK, Germany, France, Mexico, Canada, Australia, Spain, Sweden, Netherlands and Poland among 11,500 from the general public and 1,000 cleaning staff.

² Tork Insight Survey 2024, conducted in US, UK, Germany, France and Mexico among 6000 end-users and 900 businesses.

Restrooms shouldn't trigger anxiety—but too often they do

“I have PTSD from the army. Sometimes I have to use the restroom, but I’m so anxious about the environment that I don’t go.”

Patrick,
Army Veteran



Explore how Inclusive Hygiene can help you

To help you improve your business performance, Tork conducted research with a wide range of restroom users, cleaners, and facility managers in multiple cities across North America and here's the dirty truth - there's still a real gap between what people need from a public restroom and what they encounter.

Based on this research, Tork has developed this playbook to empower facility managers and their teams to identify and solve for barriers to inclusive hygiene.

Let's take a look at the research findings.



What is Inclusive Hygiene?

It's about meeting the hygiene needs of as many people as possible within the public restroom.



What is a barrier to hygiene?

It's a mismatch between a person's abilities and their environment. Some barriers are visible – others are not.

What do restroom users want?

Here are three key principles to drive Inclusive Hygiene.



1

A clean and safe environment is paramount

Today's reality

Crowded spaces and restroom surfaces are perceived as contaminated.

The opportunity

Build a no-touch experience that helps people feel safe and improves user satisfaction.



2

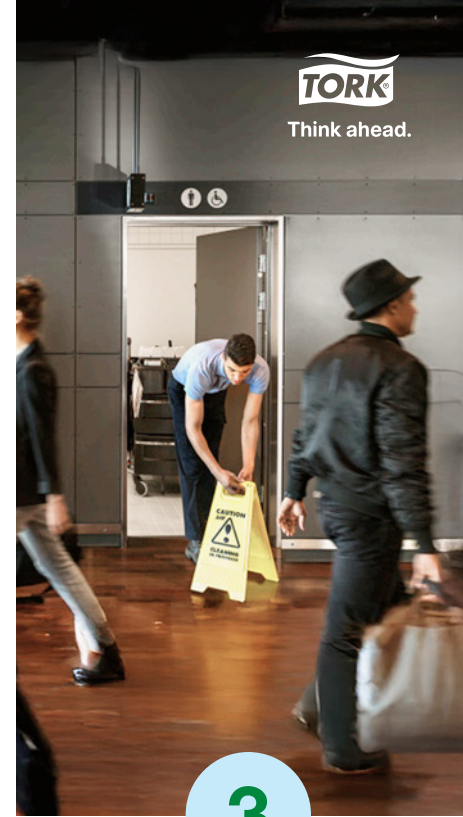
Put the rest back in restroom

Today's reality

Unbearable scent, a lack of privacy, and overwhelming noises can feel threatening.

The opportunity

Create a refuge from the outside world that provides mental and physical relief and boosts facility reputation.



3

The restroom should feel cared for

Today's reality

Generic restroom signage feels impersonal and doesn't promote the sense of community needed to promote a clean space.

The opportunity

Show users you care with communications that welcome and inform proper use, influencing return and a positive brand perception.

Today's reality

Currently, people feel at risk of contamination.

From exposed toilet paper rolls and overflowing trash scattered across the floor to a damp handle at the exit, there are a variety of cues people sense to discern if a facility is safe and clean for use.

2

Coping with uncleanness

When people sense the restroom is not up to their standards of cleanliness, they will use materials at hand to create personal protections, like covering the seat with toilet paper or paper towels as a makeshift barrier.

1

Unprotected is unsafe

Open fixtures and stalls with gaps signal bacteria and personal exposure. Patrons will throw away exposed paper products and prefer floor to ceiling stalls for the feeling of protection.

1

2

3

3

Layers of protection

After washing hands, people hesitate to touch any surfaces. To avoid contamination they might use a paper towel or their foot to push open a door leading to unused paper towels on the floor or a potential injury.



Only 1 in 5 restrooms meet hygiene cleanliness expectations.¹

¹ Tork Insight Survey 2025, conducted in US, UK, Germany, France, Mexico, Canada, Australia, Spain, Sweden, Netherlands and Poland among 11,500 from the general public and 1,000 cleaning staff

The opportunity

Foster safety by minimizing contamination and encourage return visits.



Minimize contamination risk

- A** Install soap dispenser systems that display ingredients and use single use refills
- B** Install no touch faucets with temperature control
- C** Choose finishes that do not erode easily or show streaks
- D** Install hand wave activated fixtures such as doors and bins
- E** Install no-touch dispensers that are easy to clean and minimize dirt traps



Offer people added protections

- F** Install high capacity, enclosed toilet paper systems
- G** Provide toilet seat covers
- H** Supply paper hand towels
- I** Offer hand sanitizer and surface wet wipes by changing table
- J** Install ADA or ACA compliant grip surfaces*
- K** Supply free menstrual care products and disposal bags



Keep your facility tidy

- L** Select bins that match traffic and cleaning frequency
- M** Place trash bins by the main entrance and exit
- N** Install no-touch modifications such as foot and arm pull
- O** Install bins on walls for easy cleaning
- P** Install large bins in each stall or by toilet
- Q** Furnish restroom with a biohazard needle disposal container

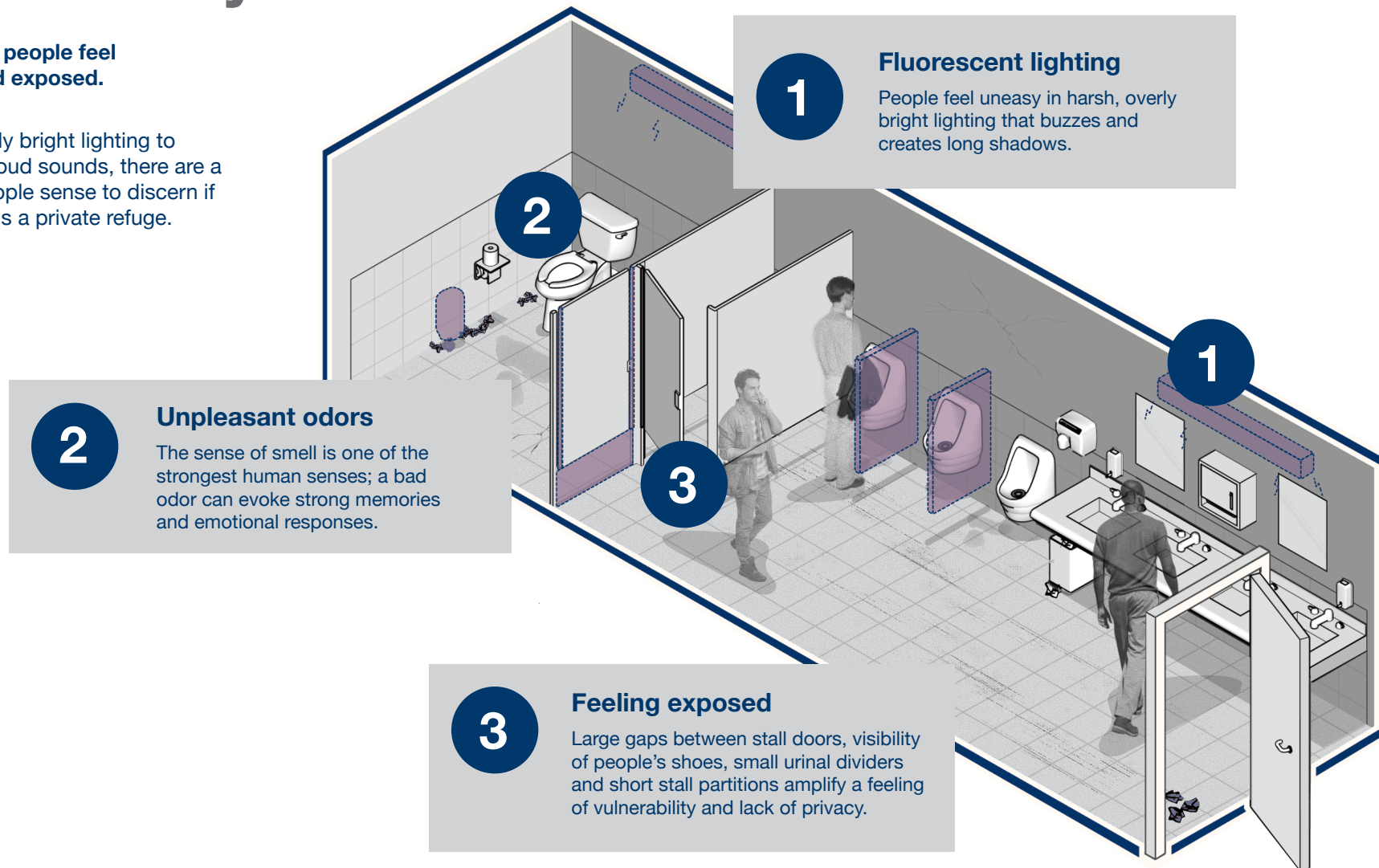


* ADA - Americans with Disabilities Act
ACA - Accessibility Canada Act

Today's reality

Restrooms make people feel overwhelmed and exposed.

From clinical, overly bright lighting to strong scent and loud sounds, there are a variety of cues people sense to discern if a public restroom is a private refuge.



23% of people surveyed state unpleasant smells or odors is a reason for avoiding restrooms.¹

1 Tork Insight Survey 2025, conducted in US, UK, Germany, France, Mexico, Canada, Australia, Spain, Sweden, Netherlands and Poland among 11,500 from the general public and 1,000 cleaning staff

The opportunity

Design a comfortable and private space to increase user satisfaction and a better work environment.



Transition people from public to private

- A** Install tall dividers at the urinals
- B** Install floor-to-ceiling stall walls (or privacy gap covers)
- C** Opt for layouts that promote efficient traffic flow
- D** Create wide open main entrances
- E** Provide exterior sitting area for people to wait



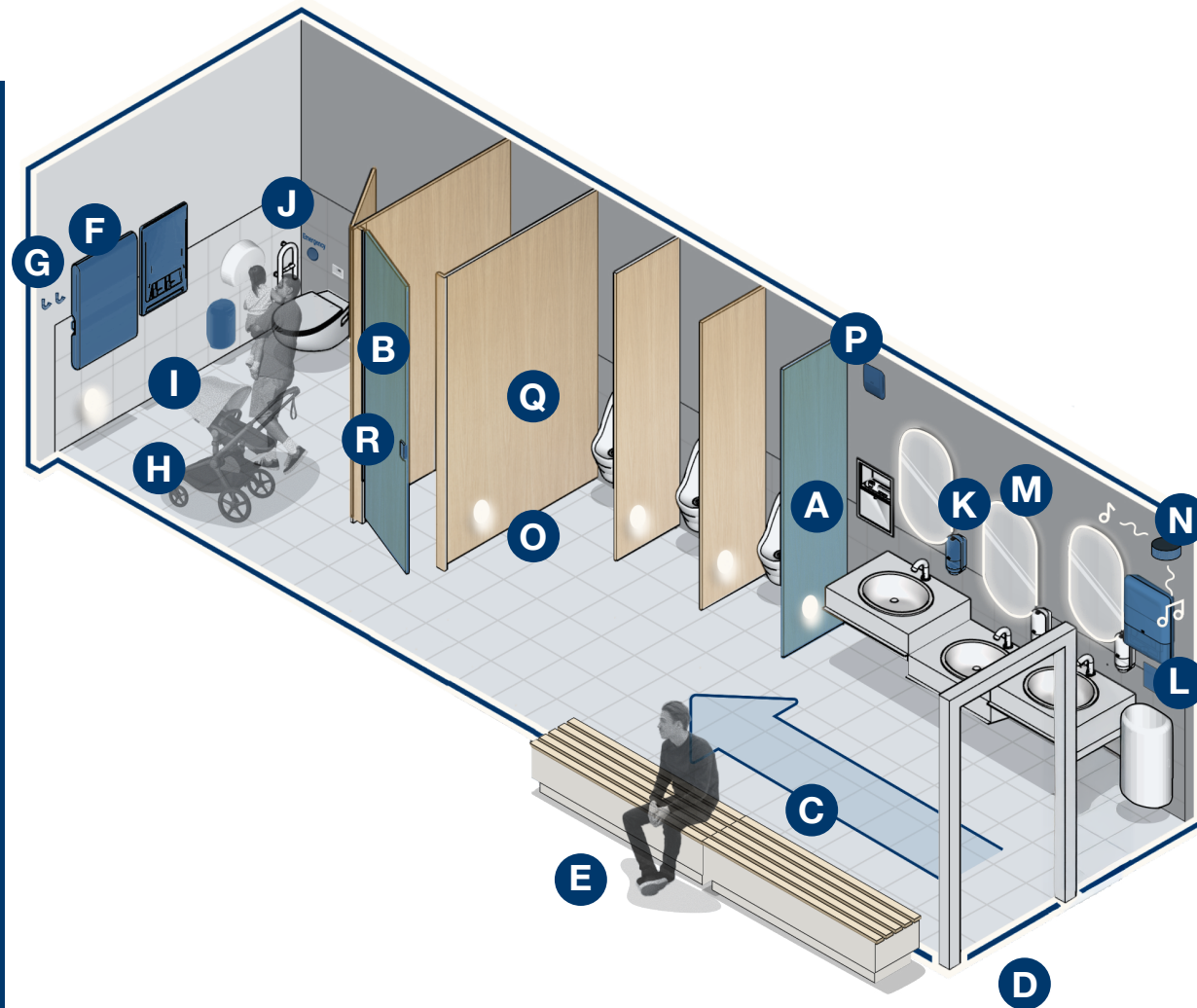
Accommodate for possible use cases

- F** Provide changing tables in all restrooms
- G** Provide hooks in every stall, at changing table, and sinks
- H** Provide parking space for large bags, strollers, mobility equipment
- I** Provide large stalls for family groups and caregivers
- J** Install an emergency call button



Build a calming ambiance

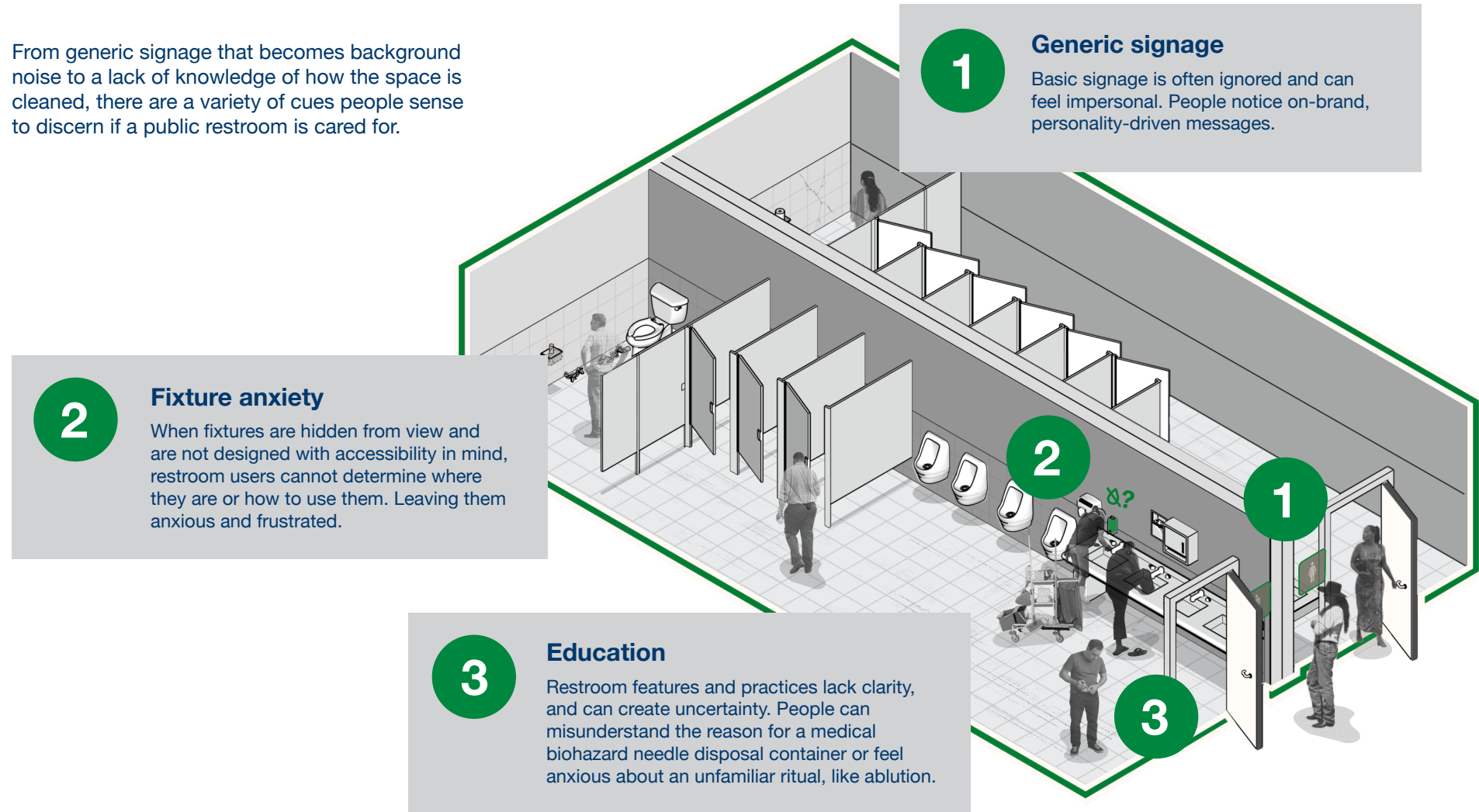
- K** Select hand soaps and sanitizers that are dermatologically tested and gentle on skin
- L** Offer soft paper towels and toilet paper
- M** Replace fluorescent bulbs with warm light
- N** Play calming music to mask unwanted noises
- O** Install warm ambient lighting in stalls and mirrors
- P** Eliminate bad odors and add a light, pleasant fragrance air freshener
- Q** Use materials that feel warm
- R** Install stall locks that inform if it is in use



Today's reality

Restrooms don't promote the sense of community needed to demonstrate care to users.

From generic signage that becomes background noise to a lack of knowledge of how the space is cleaned, there are a variety of cues people sense to discern if a public restroom is cared for.



44% of people feel anxious about using public restrooms when leaving their homes, and often plan their days, travel and lives around ensuring they have access to proper hygiene in public restrooms.¹

¹ Tork Insight Survey 2024, conducted in US, UK, Germany, France and Mexico among 6000 end-users and 900 businesses

The opportunity

Signal care with communications that truly welcome.
Showcase and differentiate your business values in what is often the most visited room.



Draw attention to best practices

- A** Install “Hygiene Best Practices” signs that connect to users & staff
- B** Spotlight the hard work behind maintaining the restroom, highlighting cleaners efforts
- C** Channel facility brand values and tone of voice to extend brand experience into this space
- D** Promote the facilities sustainability practices such as hygiene product selection or certifications



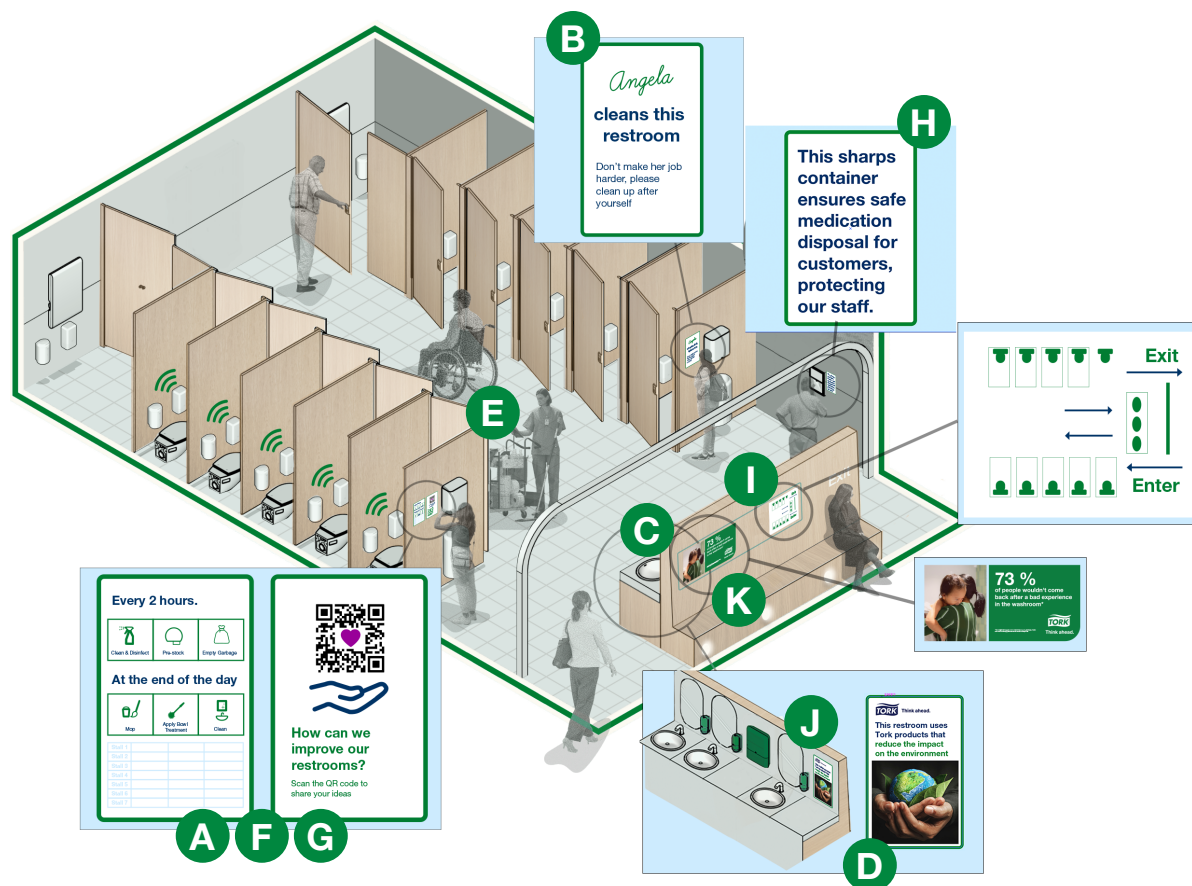
Ensure and highlight cleaning quality

- E** Install data-driven cleaning technology to monitor dispenser refill levels and restroom usage
- F** Display cleaning protocols and frequency
- G** Enable users to submit feedback via a QR code or digital tools



Educate users and staff

- H** Label unique practices to demonstrate accessibility
- I** For large restrooms mount a traffic flow diagram
- J** Share hygiene product selection information and their ingredients to users and staff
- K** Choose fixtures that include QR codes with staff training videos



Tork Products that drive Inclusive Hygiene

Tork Constant Air Freshener Dispenser
256023

Tork Soap and Sanitizer Dispenser
581508

Tork PeakServe® Continuous Hand Towel Dispenser
552528

Tork OptiServe® Coreless 4-Roll Toilet Paper Dispenser
473628

Tork Dispensers

SKU	Description	Refill ID	Design Line	Color	Material	Size H x W x D (in)	Units/Case				
552528	Tork PeakServe Continuous Hand Towel Dispenser	H5	Elevation	Black	Plastic	28.74 x 14.57 x 3.98 (73.0 x 37.01 x 10.11 cm)	1	●	●	●	●
581508	Tork Soap and Sanitizer Dispenser, Manual	S4	Elevation	Black	Plastic	11.42 x 4.41 x 3.9 (29 x 11.2 x 9.9 cm)	6	●	●	●	●
256023	Tork Constant Air Freshener Dispenser, Electronic	A3	Elevation	Black	Plastic	5.75 x 4.69 x 3.86 (14.6 x 11.9 x 9.8 cm)	6		●		●
473628	Tork OptiServe Coreless 4-Roll High Capacity Toilet Paper Dispenser	T5/T7	Elevation	Black	Plastic	12.71 x 12.56 x 6.85 (32.28 x 31.9 x 17.4 cm)	1		●	●	●



Carbon neutral
Climate neutral certified by ClimatePartner¹.



Tork Vision Cleaning

The world's leading facility management solution for data-driven cleaning. It empowers cleaning teams with new and smarter ways of working. **GBAC STAR registered.**



ADA-compliant

ADA guarantees that people with disabilities have the same opportunities as everyone else to participate in the mainstream of American life.



Easy to use

Many Tork Hygiene Systems are certified by the Swedish Rheumatism Association (SRA) and proven to be easy to use, making hygiene accessible for all, even for children, elderly and people with limited hand function.

About the research

Tork, the global leader in professional hygiene with over 50 years of experience in restroom hygiene, has developed the recommendations in this playbook leveraging deep ethnographic research. In addition to leveraging quantitative global survey data and expertise, Tork interviewed people from a diverse range of ages, ethnicities, nationalities, abilities, socioeconomic statuses, and occupations across North America.



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restroom users, facility managers, cleaners, architects, social workers, and disability experts were interviewed to inform this guide.



20 cities

across the US and Canada were covered through interviews with our participants.



65+ hours

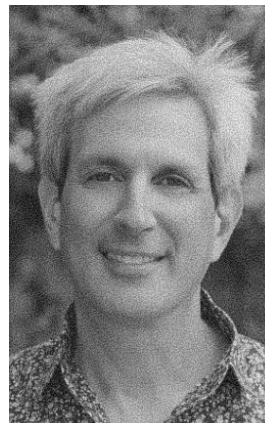
of interviews and observations were conducted.

And informed by the expert guidance of the Tork Coalition for Inclusive Hygiene.



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This Playbook was designed to provide you with knowledge and guidance to improve the restroom experience for your users and cleaning staff.

**Better Hygiene.
Better Business.**

To learn more visit
torkglobal.com/us/en
torkglobal.com/ca/en

Tork, an Essity brand

