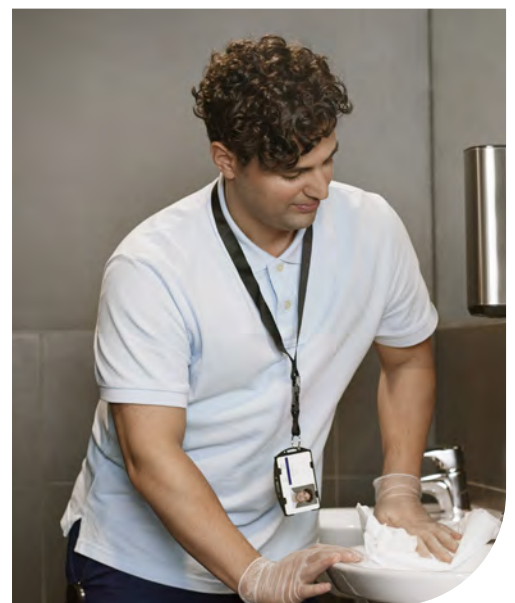


Reimagining your washrooms – a practical guide



73%

won't return after
a bad washroom
experience.¹



Creating value for your business

Washrooms are essential, yet their impact on the broader business is often underestimated. Better hygiene practices not only enhance the user experience but also shape reputation, promote sustainability and can boost business performance. And just as these benefits are hidden, so too are the barriers impacting user satisfaction. Washrooms are for everyone, so inclusive hygiene in this space is vital. We call this hygiene for all.



What are the consequences when visitors choose not to return due to a negative experience with a business's public or workplace washroom? How can cleaning efficiencies be improved, and in what ways can investing in sustainable products benefit your business? These are some of the questions we will address in this guide, along with providing practical tips and insights to help you enhance washroom sustainability, boost efficiency and ensure accessibility for the majority of visitors, regardless of their needs or circumstances.



As the person accountable for your business washrooms, you have a unique role in being able to improve the reputation and profitability of your operation and ensure that people want to return.

This underscores the critical importance of washroom hygiene and efficient cleaning, as small problems can quickly become big ones. And if your washroom isn't at a high standard, your business may end up paying the price.

**Poor washroom experiences
impact business reputation
and revenue.²**





What are the consequences of a poor washroom experience?

Half of all visitors to a venue have taken steps to avoid using the washroom, a recent Tork survey revealed.² The top three actions they take in response can significantly reduce customer spending.

23% spend less time

13% avoid eating and drinking

10% chose not to return to that venue



Not only does a bad washroom experience make people less inclined to spend time at a venue, for **73%** of people, it also impacts their willingness to return.¹ More than **60%** had a lower opinion of businesses or venues that provide hand hygiene facilities that are hard to use.³

The implication for your business



For restaurants and commercial venues, the main impacts include reduced customer spending from shorter visits and the potential loss of repeat business.



For workplaces, poor washroom experiences can lead to lower productivity and potentially higher staff turnover.



Cleaning is a demanding job. Staff are at risk of various physical injuries, including back pain and muscle fatigue, as well as mental health challenges like stress, which impact their performance (fatigue, decreased motivation, lower quality of work, avoidance of certain tasks, slower pace) and, ultimately, cleaning quality.



One in five

experience difficulties using soap or hand towel dispensers due to an injury, health condition, physical capability or as a parent with a child³

Hidden barriers to hygiene: why people avoid washrooms

Washrooms often contain hidden hygiene barriers that negatively impact user experience, affecting more people than you might think – one in two individuals are impacted in washrooms.⁴

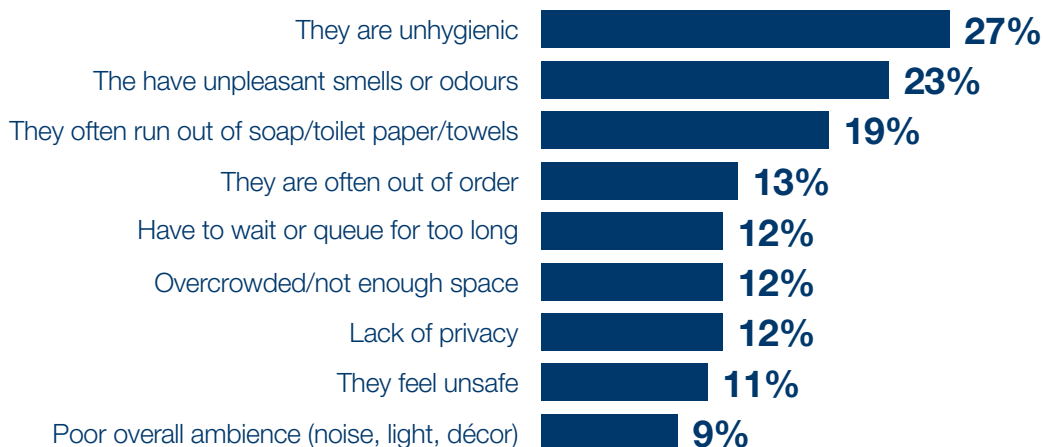
While providing accessible washrooms for wheelchair users is typically a legal requirement, it's important to consider that about 95% of those with cognitive or physical conditions do not use wheelchairs. This group includes, for example, individuals with impaired vision, hearing difficulties, sensitivity to loud noises, incontinence issues and skin conditions.²

Additionally, people with reduced hand strength or parents carrying children may struggle with features like soap dispensers and hand towels. Addressing these diverse needs can greatly enhance washroom accessibility and user satisfaction.



One in two people are likely to face barriers in a public washroom.⁴

What are people's main reasons for avoiding washrooms?²



Examples of conditions, needs and circumstances



Age-related conditions

As we age, our capabilities change, impacting mobility, reach and strength.



Auditory sensitivities

Some people are more sensitive to loud noises than others, especially people who are neurodivergent or have autism, and also young children.



Hygiene concerns

Many people avoid public toilets and handwashing due to a poor hygienic environment.



Skin sensitivities

Some soaps contain ingredients that can cause skin irritation.

Five practical steps you can take to make washroom hygiene more inclusive for the majority of users:

1

Low push and pull force – choose easy-to-use or touch-free dispensers to accommodate people with low hand strength.

2

Colour contrast – pay extra attention to the dispenser colour contrasting with the wall colour for people with low vision.

3

Noise – ensure a quiet environment, avoiding sensory overload for people who are neurodivergent (e.g. autism).

4

Choose mild soaps – offer dermatology-tested hand soaps suitable for people with eczema and other skin sensitivities.

5

Do the basics right – ensure that toilet paper is always stocked, the toilet seat is clean and the bowl is fresh. Indicate when the washroom was last cleaned. Prioritise a secure environment and ensure visitors have the privacy they need.

“When you get to be my age with my joints, simply using the buttons and taps in public washrooms can be a real struggle.”

Gay, 67



Unlocking better business through more sustainable washrooms

As many as 67% of washroom visitors want washroom managers to prioritise sustainability. Businesses that prioritise responsible business practices – including sustainability – attract loyal customers, strengthen their brand reputation, and inspire and retain employees.¹

Taking a holistic approach makes operations more efficient, reduces waste, cuts cleaning time and helps businesses achieve their sustainability goals. Washrooms are a place most people visit, so it's an ideal location to make a great impression and communicate your commitment to the environment.

Signage should be used next to dispensers and mirrors to help show how you are supporting your goals and minimising environmental impact.



67%

would like washroom managers to be more considerate about sustainability.¹



Five practical steps you can take to make your washroom more sustainable:

1

Use and waste – control consumption with one-at-a-time dispensing.

2

Responsible end of life – avoid landfill with recyclable packaging and with paper towel recycling services where available.

3

Responsible sourcing – ensure your team understands the importance of responsible sourcing and third-party-certified products.

4

Signage – promote your sustainability practices with washroom signs.

5

Look at the full life cycle – lower your carbon footprint throughout the total life cycle. To determine if a product really has a low impact, it is crucial to also look at the consumption or amount of the product used.



Did you know?

Less wasteful products can improve efficiency and reduce costs.

Improve business revenue by investing in washroom features and supporting cleaning staff

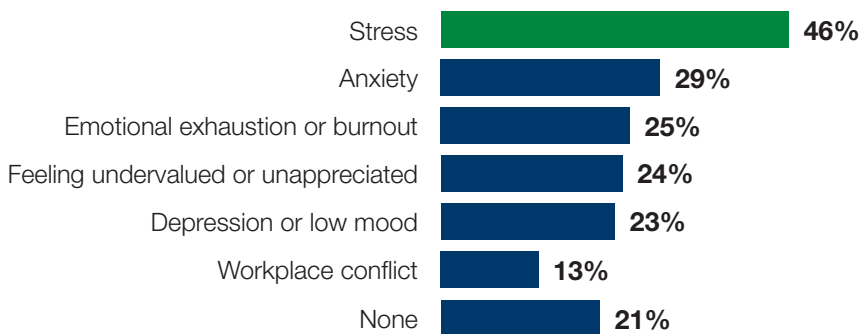


Using the right products not only improves efficiency but also helps cleaners deliver consistently clean washrooms with less effort – and less chance of injury. Innovations, like Easy-to-use and refill dispensers, reduce time spent on maintenance, which is time that can be spent elsewhere.

7 in 10 cleaners report that about 20% of their time is spent on dispenser-related jobs.⁵ By simplifying processes, businesses can boost both hygiene standards and overall performance.

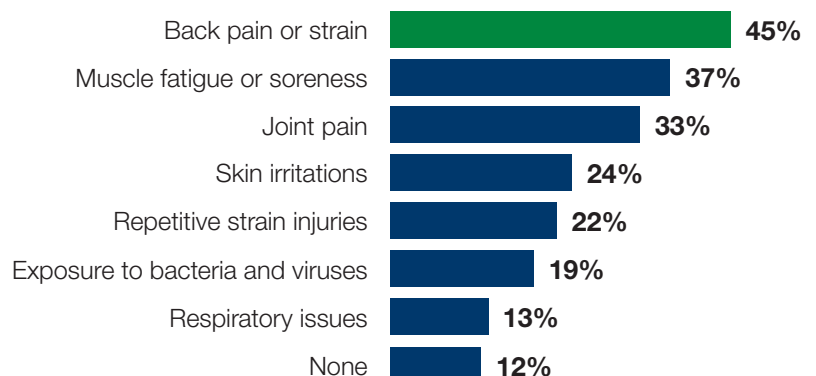
Most cleaners report experiencing physical and mental conditions related to their work²

Mental conditions



46%
of cleaning staff
feel stressed at
work.

Physical conditions



Five practical steps you can take to make hygiene in your washroom more efficient:

- 1 Choose high-capacity dispensers** to reduce the need for frequent refills, allowing cleaning staff to focus more on cleaning rather than refilling.
- 2 Reduce refilling** with compressed towels that dispense one-at-a-time and control consumption.
- 3 Improved maintenance** – use a standardised system across the facility. One key, one refill.
- 4 Choose ergonomic packaging** – easy handling and more efficient on the cleaning trolley.
- 5 Discover data-driven cleaning** – real-time data can help you identify service needs in your facility. This approach enables you to work smarter, exceed expectations and maximise efficiency.



“We always ensure the wellbeing of our employees and visitors by offering a very high-quality working environment... data-driven cleaning allows us to be more proactive. It’s a win-win situation: employees are very satisfied with the high-quality of service, and our cleaning staff can work more efficiently.”

Pascale Porée

Regional RUN Manager – West and South Europe at Uber in Paris, France

What we offer

We think ahead so that your business can thrive today and into the future.

We provide you with a holistic view on sustainability, encompassing both people and the planet. We look at the entire product life cycle and simplify it into four key areas; materials and packaging, use and waste, carbon, and hygiene for all.

EU Ecolabel and FSC® certified refills available.⁸



One-at-a-time dispensing helps control consumption and reduce waste.¹⁰



Carbon-neutral-certified dispensers available.⁹



Certified Easy to use⁷ Tork dispensers available.



Sustainable hygiene – smart for business, better for people and the planet

For people

Design for All: We are committed to designing dispensers for the majority of users⁶

Easy to use: Products suitable for those with reduced hand function

Easy to handle and carry: Ergonomic packaging that's designed to save effort and time for cleaning staff

Kind to skin: Dermatologically tested soaps, with a skin-friendly pH

For the planet



EU Ecolabel (EU Flower) is the European Union's labelling scheme, which certifies products that meet high environmental standards.
www.ecolabel.eu



Forest Stewardship Council® FSC® certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits.
www.fsc.org



ClimatePartner
certified product
climate-id.com/9VIUDN



Join us

We've joined forces with these organisations as part of our mission to improve hygiene in public washrooms. Visit torkglobal.com/gb/en to learn more about the latest news and actions.



American Restroom Association



How else can we help?
Get in touch to talk about your
business.

torkglobal.com

Tork is a global brand of Essity, a leading
hygiene and health company.

More information at www.essity.com.

