



Think ahead.

Better hygiene for all  
restaurants

## Enhance your guest experience with washrooms that meet everyone's hygiene needs



# 73%

of guests say that a bad washroom experience in a restaurant means they will be less likely to return.<sup>1</sup>

### A welcoming washroom experience for every guest

A well-thought-through washroom helps guests feel comfortable and cared for, creating a positive experience that keeps them coming back.

#### Wayfinding

Fun or creative washroom signs can add personality to a restaurant, but clear signage is even more important. For example, for guests with neurodiversity, recognisable and intuitive signage can make a significant difference in reducing confusion or stress. Simple, universally understood symbols ensure everyone can easily locate the washroom.

#### Cleanliness

According to research, guests expect a higher level of cleanliness in restaurant washrooms compared to many other public spaces.<sup>1</sup> 89% expect to experience a moderate or high hygiene and cleanliness in restaurant washrooms with table service. Frequent cleaning and awareness of peak traffic times help to ensure that the environment always feels fresh and well cared for. Scent consistently ranks as one of the top factors that guests associate with washroom cleanliness. Maintaining a pleasant and hygienic atmosphere shows respect for guests and reinforces the restaurant's overall impression of quality.



### When guests had a negative experience<sup>2</sup>:

- 38% spent less time there
- 17% avoided eating and drinking there
- 20% did not visit the venue again
- 14% made a complaint to staff/management
- 13% told friends not to visit
- 12% left a negative review on social media
- 8% tried to clean it themselves with what was available

<sup>1</sup> Based on insight survey done in 2024 in UK, US, DE, FR, MX

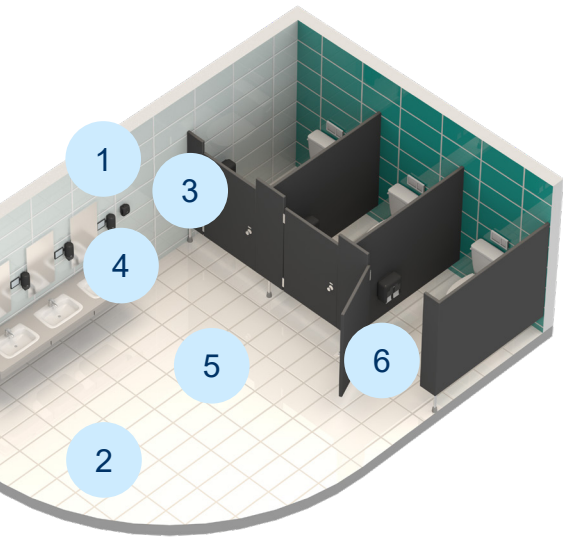
<sup>2</sup> Tork Insight Survey 2025, conducted in US, UK, Germany, France, Mexico, Canada, Australia, Spain, Sweden, Netherlands and Poland among 11,500 from the general public and 1,000 cleaning staff



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# Remove hygiene barriers so every guest feels cared for in your washroom



### Act now:

1. Make sure that you refill the soap dispenser with hypoallergenic soap – for guests with sensitive skin and to encourage staff to frequently wash hands.
2. Clear, predictable signage supports smoother navigation, increasing independence and comfort for guests.
3. Touch-free intuitive dispensers create a hygienic experience and is preferred by guests who have hygiene concerns.
4. High-capacity dispensers to help reduce runouts and complaints
5. Cleaning frequency is important – make sure to clean often when the traffic is high. Pay special attention to floors and high-touch surfaces such as door knobs, sinks and toilet seats.
6. Privacy is important – install floor-to-ceiling stalls.



## Tork products that drive inclusive hygiene in washrooms

### Tork Xpress Multifold Hand Towel Dispenser H2<sup>1</sup>



One-at-a-time dispensing for reduced consumption and increased hygiene.

Paper towel dispensers offer a hygienic hand-drying solution while helping maintain a quiet washroom environment.



### Tork Skincare Dispenser with Intuition™ Sensor S4<sup>1</sup>



Easy-to-use design – promotes good hand hygiene for all users, including children and people with reduced hand strength.

Gentle-to-skin formulas – wide range of dermatologically tested, fragrance-free soaps, sanitisers and lotions.



### Tork OptiServe® Coreless 2-Roll Toilet Paper Dispenser T7<sup>1</sup>



Touchless, automatic roll-transfer for better hygiene.

Easy-to-find tail eliminates the need to reach inside the dispenser.



### Tork 50L Waste Bin B1



Easy maintenance and flexible mounting options for a clean appearance.

Add an optional soft-closing lid for increased hygiene and safety.

### Tork 5L Waste Bin B3



Easy maintenance and flexible mounting options for a clean appearance.

Self-closing lid and hidden bin liner ensure hygiene and comfort.

### Tork Period Care Dispenser



Support guests, well-being by providing period care products.

Dermatologically tested and perfume-free.

Get in touch with us to learn more on how to improve washroom hygiene [torkglobal.com/gb/en](https://torkglobal.com/gb/en)

1. Easy to use-certified