



COVID-19 has created unprecedented demand for hand sanitiser, causing many to choose products based on availability. But between bulk hand sanitiser concerns and a surge of unsafe products in the market, the risks to human health and safety are amplified. Now is the time to return to best-in-class products.

Here are the drivers for key markets to best position PURELL hand sanitiser in the current climate.



SAFETY

Healthcare

Uncompromising product performance.

- Our products are gentle, effective, and rooted in science, so everyone can focus on what matters most.
- Some bulk hand sanitisers lack consistent labeling and end-user access to product information. Lot numbers and expiry information can be difficult to track. The PURELL brand is committed to product transparency and is backed by decades as an industry leader.

- Refillable dispensers can be easily tampered with and intentionally contaminated. They also make it difficult to manage and document compliance with cleaning and sanitising protocols. Thanks to carefully selected ingredients and SANITARY SEALED™ refills, with the PURELL brand you can feel confident you are offering hand sanitiser that is effective and uncontaminated.
- Our formulations take into consideration those who have sensitive skin or allergies.



EFFECTIVENESS

Foodservice, Grocery,
Food Processing, Healthcare

Formulation impacts performance and quality.

- Use of bulk hand sanitisers leads to the mixing of products and product lots, which can compromise integrity and stability.
- PURELL dispensers, refills, and formulations are designed to work together, which helps to limit human error.
- PURELL® Advanced Hygienic Hand Rub kills 99.99% of the most common germs which may be harmful.
- Our thorough testing program means we can be confident that not only do our products meet required regulatory norms, they are also effective under real-life conditions, with low contact times and small dose requirements.

- Our scientists have strict requirements for our ingredients and select them specifically so that the formulation is perfectly balanced, creating a difference you can feel.
- Durable, thoughtfully designed dispensers help ensure effective formulations are available where they are needed most.
- Since we invented hand sanitiser in 1988, we have continued to be a global leader in science and formulation advancements.



IMAGE

Foodservice, Professional,
Grocery

Offering peace of mind in uncertain times.

- The PURELL brand is universally recognised and trusted as a way to provide safe and effective protection from germs,¹ which helps users feel confident.
- In a survey, 84% of people were satisfied with overall cleanliness of a facility with PURELL products.²
- The PURELL brand lets businesses take credit for all the things they do to maintain a clean, high-quality facility.

- Offering PURELL products signals to guests, customers, visitors, and employees that you care about health and well-being.
- Choosing products, like PURELL hand sanitiser, that undergo third-party reviews demonstrates high standards and shows that you care about quality and well-being.

1. GOJO Industries, Inc., Market Research, 015-063, 7 April 2015.
2. GOJO Industries, Inc., External Market Research, Study #007-021, 2014.