

# Sanitizers - an opportunity for the ladies & gents?

**Ceris Burns**, international marketing manager with Kennedy Hygiene Products, looks at the benefits sanitizers can bring.

Until I joined Kennedy I must admit that I'd never seen a sanitizer. Even now, working within the washroom industry, I rarely see them installed unless I slip into the gents. Despite promising considerable long term cost savings for WC's and urinals, sanitizers are still installed much less frequently with WC's and hence little seen in the ladies room.

Approximately 35% of away from home washrooms now have sanitizers installed,

a meagre 3% of these being installed with WC's.

"This is a market sector with plenty of potential for development," says Jean Shelley, sales director with Edenbridge-based hygiene management service company, Greencare Environmental.

Why aren't more sanitizers installed with WC's? Often sanitizers are considered a cost rather than a cost saving, so in many cases they are installed only where

an air freshener cannot suffice to combat malodours, for example, gents urinals.

However, deodorising is merely a result of anti-scaling and anti-bacterial primary functions. An efficient sanitizer will prevent the build up of scaling in pipes, surfaces and trap areas and continually combat harmful bacteria. These are preventative measures beneficial for both WC and

urinal.

Jean Shelley continues: "We tend to install sanitizers mostly on urinals. The reason for this is quite obvious." Simon Smith, managing director of CSS Washroom & Matting Services, Coventry, reinforces this: "Originally sanitizers were brought out for use with urinals. Urinal pipes are much smaller than those of toilets so the problem of build up is greater. Certainly the action of a sanitizer is more

essential in the case of urinals. Each individual situation needs to be assessed closely. An installation could be an effective solution for a customer and an attractive additional sales opportunity for the service provider or on the other hand it might be over sell."

So what benefits do sanitizers bring?

- Long term cost savings - an effective sanitizing system can prolong the life of urinals, WC's and associated primary plumbing, hence offering real long term cost savings. Urine results in the build up of uric salts which form uric scale. Scale collects particularly in waste outlets and traps; this combined with lime scale not only leads to malodour but also blockages within fittings.

- Problem prevention - sanitizers introduce regular controlled doses of active hygienic formulations into the fixtures of urinals and WC's. These formulations include friendly bacteria which break down scale and other organic materials providing continuous protection for traps, pipes and surfaces. Unfastening traps to unblock them is not only a filthy horrible job, more often than not it is also extremely time consuming. These days traps are often located behind panels so access can be at least difficult and at worst impossible - yet another reason to prevent blockages.

What's more, effective sanitizing formulations prolong the life of ceramic surfaces and pipes by reducing stains and scale every time the WC/urinal is flushed.

- Promote maximum hygiene - the story isn't just about protecting plumbing though. Sanitizers also do what their name suggests, they sanitize and in doing so promote maximum hygiene.

- Anti-bacterial action inside & out - comments Dominic Budgen, office manager at Greencare Environmental: "Effective sanitizing solutions incorporate anti-bacterial agents which control the growth of harmful bacteria, not just inside the bowl but also on the toilet seat." Flushing a WC which has a sanitizer installed can reduce the number of harmful bacteria both inside the toilet and the transfer of bacteria onto the toilet seat/nearby surfaces via the 'sneeze effect'.

## The 24 hour janitor

A good sanitizing formulation not only controls harmful bacteria, it also washes away faeces during the flush. Adds Budgen: "It's like having a toilet janitor on call 24 hours a day. You are no longer allowed to use bleach in the workplace and where sanitizers are installed you shouldn't even need to. Talking about urinals, we tell

## The service specific sanitizing system

ACTIVA is a new natural biological sanitizing system created specifically for service providers by Kennedy Hygiene Products. Launched alongside an advanced 3 in 1 sanitizing fluid, bio-active, ACTIVA provides a total solution for the effective prevention of scale and the control of bacterial growth and malodour in urinals, WC's and their associated piping.

Being long celebrated for strength and durability, most recent additions to the Kennedy dispenser range have also become known for their state of the art innovation and service friendly features. Launched in close succession to the SPA programmable aerosol air freshener, ACTIVA strongly conforms to this trend. The following is a summary of what ACTIVA has to offer:

- ACTIVA has been designed to ensure that programming is

straightforward, practical and perfectly suited to the job in hand. The unit has a large external LCD screen (patent applied) for easy viewing and fast service. In addition, a Minimal Keypad is integral to ACTIVA. This compact keypad makes programming a real pleasure. Scroll through the options on screen, select your settings and ACTIVA's intuitive software will take care of the job in hand.

- ACTIVA's advanced technology empowers service personnel to make smart choices pertinent to each service job. To ensure that the programme needs of any location can be met, the dispenser offers the widest range of setting options. What's more, as a direct result of a wide choice of settings, the refill usage range of the unit is also extremely flexible. Should you need to amend your personalised settings, programme changes (Patent applied) can be made in an instant.

- ACTIVA includes several unique patent applied features that will benefit any service specialist. The



**The 3 in 1 bio-active consumable range launched alongside ACTIVA**

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customers you just need hot water and a brush. The sanitizer will do the cleaning if it has a multi-action prep."

So what is the ideal sanitizing system? A flexible service oriented dispenser coupled with an effective, environmentally friendly consumable are essential.

A sanitizer must be reliable, durable and efficient. Simon Smith explains the priorities for CSS: "Flexibility in programming is key for us. We pride ourselves in tailoring our service to the customer's requirements. Some service companies set units on low settings to save on refill costs but this can be counter productive. The customer might not think the unit is working if dosing is infrequent and in areas where hard water is prevalent a low setting won't suffice. We work to suit the customer, often meaning an 8-12 week service schedule for an office location, while a more frequent service is best for a 24 hour manufacturing environment for example. Units can get too fancy and over-complicated. At the end of the day we must be able to do servicing quickly. Programming and refill replacement must be easy. A sealed, no leak cartridge is preferable. It's also important that the unit is tamper-proof so only authorised staff can amend settings, and we prefer battery status alarms to be

optional so we can avoid call outs."

A good sanitizer consumable must do what it says on the can. If the consumable prevents uric acid build up, it stops scaling and malodour, which results in zero customer complaints and that's what every service specialist wants.

A number of biological consumables are now available and are preferable when you bear in mind that we are all moving towards being more environmentally friendly. Some large corporates and particularly councils are already obliged to adhere to environmental regulations.

It is taken for granted that a consumable must be non-hazardous and non-irritant for environment, personnel and end user. It goes without saying that the solution must be non-corrosive to ensure compatibility with the septic tank and piping.

A fresh localised fragrance, whilst not being of key importance for the sanitizer, does add to the perception of a clean and pleasant washroom environment thus enhancing a positive user experience.

It's not surprising that considerably more air fresheners than sanitizers are found in washrooms. We all have at least one air freshener at home and therefore decision makers are quite comfortable with installing commercial air

fresheners in away from home washrooms.

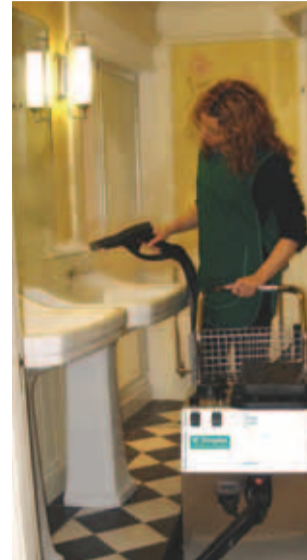
"With sanitizers it's different," confirms Jean Shelley. "It's all about selling the concept." It appears that decision makers need to be educated to accept the product, be made aware of the important job it does and take on board the long term savings on offer.

In conclusion, Jean Shelley highlights the importance of the sanitizer: "If a customer can only install one unit in the gents then I'd recommend a sanitizer every time. If a urinal has a considerable malodour problem, the installation of an air freshener won't help one little bit. In fact installing an air freshener in this situation could be detrimental to the service company as the customers' problem will not be solved."

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## Letting off steam

It is essential to maintain good hygiene standards in the washroom environment. After all, it is the room that experiences the highest



traffic and normally the one on which a premises will be judged. The range of dry steam cleaning machines from Dimplex Cleaning Systems is proving to be a hygienic solution to ensure that your washroom and your company's reputation remain squeaky clean.

The company offers a range of machines which operate at up to 8 bar in pressure and at a temperature of 180oC. Steam is released from the machine so that the operator can use it for deep cleaning and sanitising flooring (including altro floors), tiles, grouting, sinks, toilets, glass surfaces and stainless steel fittings. Machines come with a full set of accessories to suit each job, such as a floor tool, wall squeegee and detail nozzles for the

grouting between tiles and other difficult corners.

Independent laboratory testing carried out on the range of steam cleaners from Dimplex Cleaning Systems has proven that dry steam at a pressure of 8-bar removes 99.98-100% of tested bacteria.

These machines come with an integral vacuum as standard so that, unlike mopping, where the dirt is merely being transferred by the mop, the waste is sucked up into the unique, removable collection tank. This feature also eliminates 'slips and trips' on wet floors.

The machines are strong and robust, yet have a compact stainless steel shell. They are easy to transport and have simple operator controls, all of which make them perfect for fuss-free cleaning in a commercial environment.

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dispenser is truly practical. Designed to reflect the work patterns of the service specialist, service intervals are shown in weeks. The service operative is able to decide whether to make service information visible or not. You can even choose the battery alarm that suits you, audible, visible or hidden. When it comes to removing and replacing refills no time is lost thanks to ACTIVA's error proof easy loading refill.

- Available with a range of optional fixing kits including In-line and Saddle kits, ACTIVA has been designed for flexible installation with urinals and WC's and different plumbing arrangements.

### A 3-in1 biological consumable

At the heart of the system is bio-active, an advanced and highly effective 3 in 1 natural biological sanitizing fluid. Bio-active neutralises malodour by preventing the formation of scale and controlling the growth of harmful bacteria within urinals, WC's and their associated piping.

Bio-active is an environmentally friendly biodegradable solution which is 100% natural. It does not contain chemical components. Alternatively it features friendly bacteria selected for their highly effective sanitizing action.

The consumable provides effective action whilst being non-irritant, non-hazardous, non-corrosive (for compatibility with fittings) and non-flammable.

Consumable choice



**The ACTIVA sanitizing unit**

couldn't be made easier. Bio-active has all the necessary functions covered so the only choice you need to make is fragrance. A mandarin variant is available for those who prefer a stronger localised fragrance.

Bio-active gives a clean, light fragrance to the localised area. Not only is the environment more pleasant for the end user, fragrance makes it immediately clear that a hygiene solution is in place, thus reflecting a feeling of good will towards the end user.

ACTIVA is the first dispenser to join Kennedy's new Sanitizing product family. The unit integrates perfectly with the SPA programmable air freshener and all other dispensers in Kennedy's integrated washroom range.

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