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- The Impact of a Clean Washroom on your Business -

Washroom care is an important aspect that factors into your business' success. Bathroom cleanliness has a significant impact on customers' impression of your health and sanitation priorities and can cause visitors and staff to question how you function as a company. The level of cleanliness of your bathroom is a reflection of your cleaning priorities. In a recent study conducted by Cannon Hygiene International, “86% of customers admitted they would not return to a premise if the washroom was not up to par in the cleanliness and hygiene stakes”. It is vital for your business to implement effective cleaning practices and schedules for washrooms to ensure repeat customers. Aside from cleanliness, “78% of customers admitted to being in a washroom in the last six months where there was no soap or hot water”. Clean and healthy practices extend beyond the washroom site and into the restaurant area or main facility. It's important to take the steps to protect your business by maintaining and ensuring proper cleaning of washrooms to ultimately increase productivity. Washrooms harbor many types of germs that are easily transferred to other surfaces within your facility thus negatively contributing to rates of absenteeism and presenteeism. Healthy employees will also be motivated by the clean environment and the care they subsequently internalize as possessing a sense of value within the company.

Cleaning

First impressions can determine whether or not customers will return to your facility and if they can trust your company. Customers and visitors will remember if they were pleased by the environment you provided and will return based on that experience. Further, the comfort of your building's occupants should be a priority as their experience will determine the ultimate success and reputability of your company. Implementing washroom cleaning programs will demonstrate to occupants, visitors, customers and employees that clean environments are important as is their health and well-being.

Disinfection of Critical Touch Points

Disease and germ transmission occurs easily in areas that are not thoroughly disinfected or on critical touch points. Critical touch points in bathrooms are areas where germs are easily transferred and tend to linger if unattended. Attending to these areas with an all-in one peroxide based disinfectant can ensure a healthy and clean environment. Critical touch points in washrooms include door handles, faucets, flush handles, light switches and bathroom stalls.

There are five common disinfectants that can be used to target and eradicate germs from washroom critical touch points. Quaternary ammonium compounds are odourless, non-staining, non-corrosive and relatively non-toxic solutions. Hydrogen peroxide is the ideal disinfectant that does not produce residues or gases and is completely water soluble. They are extremely effective while being safe to use. Alcohol, on the other hand, has limited residual activity as a result

of evaporation but still contains wide microbiocidal activity without being corrosive. Bleach is useful for its oxidizing agents, but must be used carefully due to its toxicity.

Sanitizers and disinfectants can be distinguished by the specified dilution required for a disinfectant to work properly. The disinfectant must have a higher kill capability for pathogenic or disease causing bacteria compared to that of a sanitizer.

Touch-Free Washroom

As an addition to disinfection of critical touch points, touch-free washrooms contribute to eliminating the spread of germs and bacteria on frequently touched surfaces. Touch free faucets, flush toilets, soap dispensers and hand driers are an excellent way of reducing transfer of organic compounds and thus create a more pleasant experience for the user. Further, amounts of water and electricity can be regulated which can contribute to maintaining a green building thus adding to the customers' positive experience and impression of your business priorities.

Odour Control

The first characteristic washroom users will recognize is odour. Naturally, organic soils result in odours that can linger in washrooms if unattended. Using a microbial based odour eliminator will not only deodorize your surface, but it will also eradicate all malodours at the source rather than masking them. It will provide long-term odour control by removing imbedded residual organics left in pores, cracks, corners and crevices. The residual cleaning ability will also eliminate malodours resulting in a more pleasant environment. Areas that especially require attention in the washroom are urinals and toilet bowls, ceilings, walls, floors, counters, drains, porcelain, and garbage cans.

Routine Cleaning – Frequency

A routine sanitation program is a cost-effective strategic decision for all business as it strives for sustainability on all levels. A washroom cleaning program should have a specified maintenance schedule for each area. For example, glass and mirrors should be cleaned daily or as required. Toilets and urinals should also be cleaned on a daily basis. It is important to ensure the appropriate dwell time for the chemical solution to eliminate stains and /or disinfect critical touch points.

Walls should be cleaned from top to bottom and cloths should be colour coded according to designated areas to avoid cross contamination. In addition, the use of microbial products will effectively eliminate and reduce washroom odours.

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Clean floors ensure the upkeep and appearance of your facility, but also contribute to the safety of your building. A clean floor minimizes the risk of Slips, Trips and Falls (STF) accidents in your facility.

Tools

Training tools can enhance the upkeep of washroom areas by clarifying procedures and providing the most effective training to employees and custodians so that the cleanliness and health standards are met and maintained within facility bathrooms. Placing wall charts within cleaning storage areas will ensure procedures are followed at all times thus providing detailed reminders for custodians so that cleaning programs are optimized each time they are implemented. Using Handwashing wall charts will also contribute to an overall healthy indoor environment and reduce the spread of germs throughout the facility. Reminding visitors, employees, and customers about proper hand hygiene when they are at the sink will increase the chances that they will contribute to the cleanliness of your washroom while reducing the spread of germs and viruses, thus creating a more productive environment.

Training manuals are also key components of a sustained cleaning program. Work place labels are essential for safety and product use. All solutions should be used according to their label instructions. Labels should be consulted for details related to cleaning, maintenance and procedures as well as for appropriate dilution.

Diaper Stations

Diaper stations require constant disinfection and should be disinfected after each use in order to prevent germ proliferation, malodour as well as maintaining a clean surface for babies. An effective strategy is to leave a disinfectant by the changing table for use after each diaper change. The disinfectant solution must be labeled and kept out of the reach of the child. The use of the disinfectant will contribute to a healthy washroom and provide users with reassurance that the diaper station is consistently maintained and disinfected after each use.

Floor Cleaning in Washrooms

Clean floors ensure the upkeep and appearance of your facility, but also contribute to the safety of your building. A clean floor minimizes the risk of Slips, Trips and Falls (STF) accidents in your facility. According to the Canadian Centre for Occupational Health and Safety, "In Canada, over 42,000 workers get injured annually due to STF accidents. This number represents about 17% of the "time-loss injuries" that were accepted by workers' compensation boards or commissions across Canada". Floors should be cleaned on a daily basis to minimize the risk of injuries resulting from STF and thereby ensuring reduced company expenses and productivity.

Different floor types require different cleaning and maintenance programs. Resilient floors, for example, are characterized by their ability to absorb impact. It is a common choice for areas where a long-lasting and durable surface is desired. Resilient floors therefore require a specific cleaning program whereas linoleum, vinyl, rubber, or non-resilient floors are better suited for other floor

cleaning programs. Floors should always be cleaned from the back of the room towards the door and a wet sign should always be placed to ensure safety in washroom areas when floors are wet.

In conclusion, the way your facility's washroom is maintained has a serious impact on your customers, staff, visitors, and residents' impression of your business priorities. Ensuring that the proper tools are in place to ensure a clean and high functioning washroom is available to those who enter and use your facility goes a long way in maintaining a positive reputation and optimizing satisfaction and efficiency within your building. Take steps in the right direction to flush negative impressions down the drain.

http://www.ccohs.ca/oshanswers/safety_haz/falls.html
<http://avmor.com/files/brochures/ebro1411271355.pdf>
<https://www.wdgpulichealth.ca/sites/default/files/wdgpfiles/Health%20and%20Safety%20Guidelines%20Diaper%20Changing%20Station.pdf>
<http://www.touchfreeconcepts.com/>
<https://www.youtube.com/watch?v=K6XnfsO3c20>
<http://cannonhygieneglobal.com/86-of-customers-would-not-return-to-a-restaurant-with-a-dirty-washroom/>

Here are some stats to add, see links below:

July 21, 2011 – A recent [Cintas Corporation](#) (NASDAQ: CTAS) telephone survey conducted by Harris Interactive® among more than 1,000 U.S. adults ages 18 and older, revealed that 94 percent of U.S. adults would avoid a business in the future if they encountered dirty restrooms.

source: <http://www.cintas.com/FacilityServices/Press-Releases/Independent-Study-Dirty-Restrooms-Lead-To-Lost-Business.aspx>

<http://www.cleanlink.com/news/article/Restroom-Cleanliness-Scrutinized-In-Recent-Survey--15913>

This link is a possibility but it is a survey done for Chlorox :

<http://restaurant-hospitality.com/back-house/do-your-restrooms-pass-customer-sniff-test>

About Avmor Ltd.: Headquartered in Laval, Quebec, Avmor is Canada's leading manufacturer of professional cleaning solutions aimed at the Facility Maintenance and Foodservice markets. Avmor offers cGMP (Current Good Manufacturing Practices), which is a prerequisite to be able to manufacture hand soaps that include disinfection claims and a DIN (Drug Identification number) provided by Health Canada. Avmor offers a full range of hand care products. Avmor's complete line of cleaning products include Cleaners/Degreasers, Floor Care, Washroom Care, Food Service Care, Hand Care, BioMaxx, Disinfectants and others. Some of Avmor's signature brands are **Av-mixx Dilution Control System, Biomor Biological Cleaning Solutions, Quick Stuff Food Service Cleaning System, Synergy Floor Care, EcoPure & Nanomor**, its new environmentally responsible sanitation program which features over 50 certified UL Ecologo products. For over 65 years, Avmor has remained at the industry forefront, defining product performance standards and striving for the safest and most cost-effective cleaning systems for professional use. Avmor Ltd. is a privately held company.

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Environment
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Quality
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