



THE ART AND SCIENCE OF
CHOOSING HAND
HYGIENE DISPENSERS



GOJO, MAKERS OF PURELL™

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WELCOME LETTER

A STORY OF INNOVATION

From our early days in Akron, Ohio, when my great aunt and uncle, Goldie and Jerry Lippman, saw the need to get dirty hands clean and answered with the groundbreaking invention of a heavy-duty waterless hand cleaner, GOJO Industries, Inc. has been at the forefront of innovation for well-being. **Our legacy is one forged from determination, collaboration, and a relentless pursuit of bettering the lives of individuals worldwide through our breakthrough well-being solutions.**

Goldie and Jerry's shared vision, powered by a special blend of tenacity and compassion, also earned GOJO a patent on a new-to-the-world invention just as impactful and powerful: **the very first portion-control dispenser.** Over the decades, we have continued to lead with this problem-solving spirit in service of public health, expanding into diverse skincare solutions, all-in-one surface sanitizing and disinfection, and pioneering ever better dispensing technology to make practicing good hand hygiene easy, safe, and enjoyable.

Like dispensing technology, today's world is intricate and ever evolving. The well-being problems we face, much like those Goldie and Jerry encountered all those years ago, always require **creativity, commitment, and a deep understanding of the human experience.**

The PURELL® ES10 Touch-Free Dispenser is our latest response to the call for soap and sanitizer dispensers that best support health and well-being. This state-of-the-art dispenser not only embodies the pinnacle of technology but also is a beacon of beauty, efficiency, and efficacy. It offers businesses globally the chance to **provide the very best in health and well-being solutions to those they care about and serve.**

Dispensers matter. That's what this eBook is all about. From why you need them, to where you place them, to how you maintain them, **dispensers can genuinely make a big impact in the success of a store, the productivity of a business, the care of a patient, the enjoyment of a meal, and the upkeep of a building.** Whether you upgrade to an ES10 or not, this eBook is for you and offers dispensing wisdom everyone needs (even if you didn't know it).

As you scroll through the pages of this eBook, I hope you find **insights of interest, information you never knew, and inspiration.**

Be well,



Marcella Kanfer Rolnick
Executive Chair, GOJO Industries, Inc.



INTRODUCTION

EXPLORING THE IMPACT AND EVOLUTION OF HAND HYGIENE DISPENSING TECHNOLOGY

In the bustling corridors of modern society, amidst the flux of technological advancements and evolving human habits, there lies an increasingly silent, often overlooked tool: **the hand hygiene dispenser**.

As simple as it may seem, this instrument is one that was born from necessity and, through innovation, now possesses an ability to do far more than merely deliver the proper dose of soap or sanitizer (a purpose which not every dispenser can deliver with consistency). **It can also help businesses of all kinds make an impact in meaningful ways.**

Dispensers have long been pivotal in settings from eateries to workplaces to airports to government agencies to learning institutions to hospitals and beyond, **ensuring easy access to well-being solutions, when and where they're needed.**

However, as our world becomes increasingly interconnected, and as our understanding of hygiene's paramount importance grows, dispensers have taken on a heightened significance.

What might appear as just a functional object is, in truth, a delicate balance of design and engineering. From portion control, ensuring we use just the right amount of product, to aesthetic choices that seamlessly fit various environments, **dispensers contribute to a user experience** that is often taken for granted.

The choices we face when considering dispensing technology are vast. From decisions about placement — be it wall-mounted, freestanding, or counter-mount — to the choice between manual and touch-free mechanisms, each option has its own set of benefits and considerations.

Furthermore, **the importance of selecting a system that ensures the product's integrity cannot be understated,** considering the health implications.

In this eBook, we will **delve deep into the world of dispensers, demystifying their intricacies,** while simultaneously revealing the underappreciated magic therein, and showcasing their transformative journey. From their earliest forms to the latest innovations, we will uncover how dispensers are essential components of our daily lives.

By understanding the full scope of what dispensing technology offers, we can better appreciate its role in our collective journey toward even greater shared successes in **a more hygienic and health-conscious future.**



CHAPTER 1

NAVIGATING THE NEW NORMAL

The Lasting Impact of Enhanced Health and Wellness Standards

The past few years have brought about seismic shifts in health and wellness standards across industries. As the world faced an unprecedented health challenge, there was a collective realization of the importance of hand hygiene. In fact, **77% of people now expect hand sanitizer to be offered in public places.**¹ Moreover, **61% of people surveyed indicated a negative perception of a public space when confronted with an empty or broken hand sanitizer dispenser.**² Of course, PURELL® Hand Sanitizer is the most trusted brand offered in public places.² But above all, it's now more important than ever that there is an abundance of dispensers. Also critical is that these devices are programmed to provide the appropriate amount of hand sanitizer to be effective and, in some cases, to meet specific industry regulations and guidance; otherwise they may be having little to no beneficial effect. **Not all hand hygiene dispensers are reliable in this regard, which is another reason a trusted brand is so important when choosing.**

A Universal Emphasis, with Diverse Impacts



HEALTHCARE

In an environment where hand hygiene is a critical part of compliance, dispensers have long been seen as important healthcare equipment. The abundance of existing dispensers, coupled with rapid deployment of additional hand sanitizer and soap stations where needed, is a testament to the sector's preparedness and also agility in protecting patients and front-line staff.

Proper placement of hand sanitizer and soap dispensers, consistent efficacious dosing of hand sanitizer, and easy maintenance ensure that staff, as well as their patients and visitors, can adhere to hand hygiene protocols efficiently without disruption.



RETAIL FOODSERVICE

The bustling world of foodservice has its unique set of plates to juggle. As establishments are rethinking communal dining tables and shared condiment stations, strategically placed hand sanitizer and sanitizing wipes in to-go bags have become new staples.

Every touchpoint has been reimagined with hand hygiene in mind — and this includes increased importance of soap and hand sanitizer dispensers. This evolution wasn't merely operational but symbolic. Retail foodservice establishments needed to find ways to send a clear message to diners and shoppers alike that their well-being was the topmost priority in order for foot traffic to return.



EDUCATION

Schools and universities, the bedrock of our future, have faced the Herculean task of safeguarding large student populations. Learning facilities, from campuses to K-12 institutions, traditionally buzzing with youthful energy and close interactions, have reimaged their spaces to bring back that energy after shutting down completely.

This includes the addition of hand hygiene dispensers to the existing fleet. These stations in these settings are more than just functional; they are educational, teaching the next generation the importance of well-being and thoughtful hand hygiene.



TRANSPORT HUBS

Airports, train stations, and bus depots, the crossroads of global travel, have to act swiftly in times of crisis. In places where foot traffic is not just high but diverse, encompassing travelers from myriad geographies, the hygiene challenge is exponential. Touch-free dispensers have become ubiquitous, ensuring that travelers can sanitize hands without adding another touchpoint.



CORPORATE OFFICES AND GOVERNMENT AGENCIES

The rest of the working world, places where handshakes sealed deals, faces its own introspection. Beyond retrofitting offices with dispensers at every corner, there has been a cultural shift. As face-to-face interactions have resumed, they are under the watchful eye of renewed well-being protocols, including a reemphasis on hand hygiene supported by dispensers.

Through this tumultuous journey, two things have become clear for the long haul. **First, the versatility of dispensers plays a crucial role in industries' ability to adapt.**

Whether wall-mounted, freestanding, or built into existing infrastructure, they cater to unique needs.

Secondly, the broader narrative is about more than just hygiene. It is a story of resilience, adaptability, and a collective commitment to communal well-being. In this mosaic of responses, the world has shown that even in the face of adversity, well-being remains a universal priority.



Evolving Preferences: A New Era of Hygiene and Well-being

The manner in which we interact with public spaces has transformed. **New preferences, rooted in both safety and convenience, have redefined the blueprint of communal hygiene and well-being.**

TOUCH-FREE DOMINANCE

As the demand for minimal contact soared, establishments took note. **It has become increasingly standard to reduce the need to physically touch handles,** such as with automatic doors. Where auto-doors aren't feasible, foot pulls are sometimes installed, likewise enabling employees and patrons to open doors without using their hands.

Many restaurants have permanently pivoted to digital menus, accessed via scannable QR codes, eliminating the need for physical menus passed from person to person. Other kinds of businesses took similar measures, where applicable.

The touch-free movement extends to dispensers. While such options have existed for more than a decade, **touch-free dispensers, with their promise of minimal contact, have quickly become the gold standard in hygiene settings.**

Beyond their often-sleek aesthetics, **they remove a critical touchpoint in public spaces, minimizing potential sources of germ spread or cross-contamination.** Their automated mechanisms, often bolstered by larger reservoirs, mean fewer maintenance intervals, when supplied by a reputable manufacturer, proving convenient in bustling locations.

VISUAL INDICATORS

As social distancing signs and mask mandates have fallen by the wayside, offering easy-to-access hand hygiene touchpoints has endured, especially in the form of highly visible dispensers. A longstanding, tried and true symbol of an establishment's commitment to cleanliness and well-being, **hand hygiene continues to be a functional way to offer peace of mind to visitors.**

ECO-CONSCIOUS CHOICES

At the same time the world has become more conscious of hand hygiene, so too are establishments rethinking their eco-conscious strategies. **Third-party environmental certifications of soap and hand sanitizer formulations clearly showcase who is following best practices.** And emerging dispenser technology is helping curb environmental impact without sacrificing safety.

HOLISTIC APPROACH TO WELLNESS

In addition to hand and surface hygiene, facilities have adopted a more holistic approach to health. Common areas have integrated air purifiers, and UV sanitization equipment has become a staple in many establishments. Entry points that used to offer kiosks of masks, wipes, and wellness guidelines have kept in place their hand sanitizing dispenser stands as a practical step forward.



ENHANCED SOAP AND SANITIZER FORMULATIONS

As hand sanitizing has now again become habitual, **the emphasis is shifting from finding supply of product to the quality of products dispensed.**

Like the people who work at them, **facilities are choosing sanitizers and soaps that work harder and do more**, such as those infused with moisturizing agents. Such formulations protect against germs while ensuring users' skin remains nourished, mitigating the harshness of frequent sanitizing.

As public spaces have adjusted, one principle must remain unwavering across industries: **the renewed commitment to safeguarding public health.** To keep this resolve, there's once again a need for products to further evolve and technologies to advance.



Closing Thoughts

As we've navigated through Chapter 1, the evolution of health and safety norms across various industries is evident. From **rising hand hygiene expectations to the tangible adaptations in touch-free technologies and many other safety measures**, our collective response to wellness has been transformative.

For so many people and the businesses they make possible or frequent, the renewed cross-market emphasis on hand hygiene was not a transient trend but a paradigm shift. As we transition to the subsequent chapters, we'll explore one of the primary mechanisms that facilitate this — dispensers; from styles to choices, bulk considerations to maintenance. **Through them, the promise of a safer, healthier environment takes shape.**

CHAPTER 2

DISPENSING WITH DOUBT: A GUIDE TO INFORMED DISPENSER OPTIONS

An In-Dispense-ably Important Choice

When it comes to dispensing hand sanitizers, **there's more to it than meets the eye**. Dispensing systems have evolved a lot over the years since Jerry Lippmann of GOJO Industries, Inc., introduced the first portion-control dispenser in 1952. So, how do you choose the right dispenser for your establishment, weighing which innovations matter the most to your organization and needs? **Let's break down the options.**

Why Use Dispensers?

The significance of cleanliness can never be overstated, especially in establishments where human interaction and footfall are constant (read: the everyday spaces we live and work in). While we often focus on the larger aspects of cleanliness, like sanitation of spaces or cleanliness of the instruments we use to do our jobs, **personal hygiene holds significant importance.**

Dispensers play a pivotal role in this arena. In addition, dispensers aren't just tools; they're statements. They communicate an establishment's commitment to health, cleanliness, and overall excellence. Their presence signifies attention to detail and a proactive approach to public health and safety.

Here's an expanded look into their value proposition:



COMBAT GERMS AND BACTERIA

- **Consistent Cleanliness:** Dispensers provide an uninterrupted and easy-to-access source of soap or sanitizer, encouraging regular hand hygiene, which is crucial in places like restaurants, schools, businesses, and healthcare facilities, where germs can have significant consequences.
- **Combating Germs:** With effective hand hygiene practices facilitated by dispensers, establishments can help combat germs and boost overall compliance with hand hygiene goals and requirements.

MEASURED DISPENSING

- **Proper Use:** Dispensers are designed to provide a predetermined amount of soap or sanitizer, which prevents wastage of hand hygiene solutions from both an economical and environmental perspective. Perhaps more importantly, though, the best dispensers ensure a consistent and efficacious amount of product is dispensed. Did you know, if you don't have the correct amount of solution on your hand, it may not be doing the job as well or at all?
- **Consistent User Experience:** Everyone gets the same, adequate amount ensuring a uniform hand cleaning experience, which can be especially important in settings like healthcare facilities where consistent hygiene standards are paramount.

ENHANCED MAINTENANCE AND SECURITY

- **Ease of Refilling:** Some dispensers are designed to use refill packs or cartridges that are easy to swap in and out while simultaneously reducing the frequency of maintenance, all helping ensure that soap or sanitizer doesn't run out at critical times.
- **Decreased Theft & Vandalism:** Unlike standalone bottles that can be easily picked up or tampered with, wall-mounted and counter-mounted dispensers provide an added layer of security, ensuring that hygiene resources remain available for everyone.
- **Clutter-Free Environment:** By eliminating the need for multiple bottles in a hodgepodge collection of shapes and sizes, dispensers help in maintaining a tidier, more organized space, especially in high-traffic areas.

IMPROVED AESTHETICS

- **Sleek Designs:** Modern dispensers, whether wall-mounted or counter-mounted, are designed not just for functionality but also to complement the décor. Their sleek and streamlined designs can seamlessly blend into various environments, from upscale restaurants to corporate offices.
- **Professional Appeal:** An establishment equipped with well-placed dispensers exudes professionalism and care, showing patrons, guests, and employees that their well-being is taken seriously.



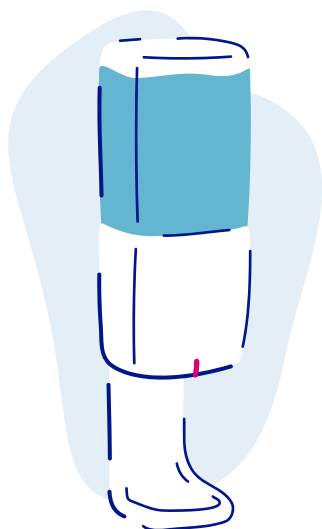
Selecting Dispenser Style

The efficacy of a hand hygiene program isn't just about providing soap or sanitizer; **it's also about ensuring that these are easily accessible.**

This means selecting the right type of dispenser and placing it optimally. **The design, functionality, and location of dispensers can significantly influence their usage rates.** Different styles of dispensers often have unique benefits.

Incorporating hand hygiene dispensers, whether wall-mounted, counter-mounted, tabletop, or freestanding, plays a crucial role in fostering a culture of well-being. Moreover, it's essential, though not necessarily intuitive, that potential users recognize the device as clearly a hand hygiene dispenser. If it's overly designed or new age looking, blends in too much, or otherwise isn't obvious, it may not get used — defeating its purpose to support health and well-being. **Overall, the choice of dispenser hinges on specific requirements, space availability, and user preferences.**

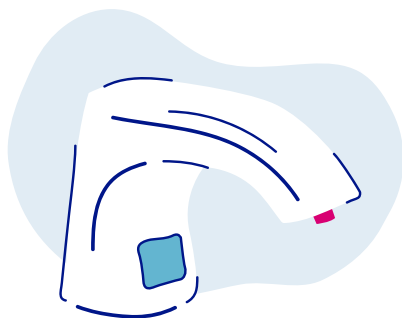
WALL-MOUNT DISPENSERS



Wall-mounted dispensers have been a staple in many establishments, providing a go-to solution when wall space is readily available.

- **Aesthetics:** If procured from a high-quality manufacturer, these dispensers can seamlessly integrate with the surroundings, eliminating the messy appearance of scattered bottles and offering a unified, tidy look.
- **Security:** Once fixed to a wall, the chances of tampering or theft reduce significantly, ensuring the product remains available for genuine users.
- **Usability:** The versatility of wall-mounted dispensers is noteworthy. Their mounting height can be adjusted, making it convenient for various users, whether they are young children, adults, or individuals with disabilities. And, when spots are properly chosen, they're exactly where needed, when needed. Like magic.
- **Space Management:** By utilizing vertical space, they allow for more open counter or floor space, making them especially useful in smaller or congested areas.

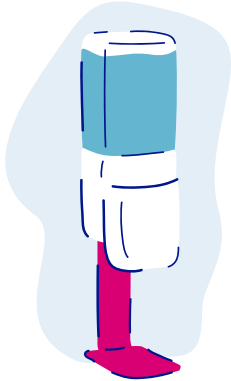
COUNTER-MOUNT DISPENSERS



Directly integrated into the countertop, these dispensers ooze sophistication while serving a functional purpose.

- **High Traffic:** Given their effective permanence and solid build, they are ideal for restrooms frequented by a large number of users. Their design ensures they can withstand regular use without wear and tear.
- **Variety:** Catering to different preferences, they can come in both manual and touch-free variants, allowing establishments to choose based on their specific needs.
- **Seamless System:** Their under-the-counter mechanism ensures all plumbing and refill systems are hidden, providing a clean and sleek appearance.
- **Maintenance:** Counter-mount dispensers, especially top-fill systems, simplify the refill process, making it hassle-free and reducing labor costs.

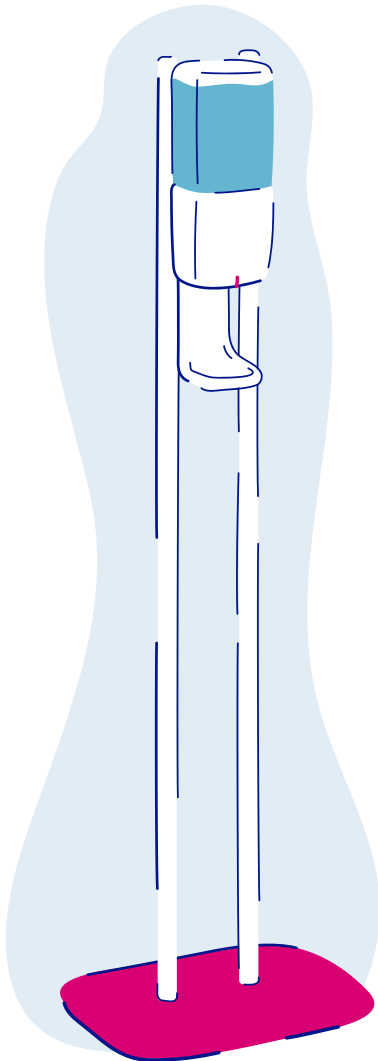
TABLETOP DISPENSERS



For spaces that demand flexibility, tabletop dispensers rise to the occasion.

- **Adaptability:** Ideal for conference rooms, reception desks, and dining tables, their portability ensures they can be placed wherever needed and moved as situations change.
- **Compact Design:** Their design is typically space-efficient, ensuring they don't occupy too much room on tables or counters.
- **Visibility:** Being at eye level, they act as a visual reminder for individuals to maintain hand hygiene.
- **Ease of Refill:** Since they are accessible, refilling them is usually straightforward, minimizing downtime.

STANDS



Stands, with their imposing presence, ensure that hand hygiene is accessible, anywhere.

- **Versatility:** Whether it's an entranceway, a hallway, or an open event space, these stands can be strategically positioned for maximum visibility and access.
- **Adjustable Heights:** Many stands offer adjustable heights, ensuring the dispenser is accessible to everyone, from children to tall adults.
- **Stability:** Designed to be sturdy, they can withstand heavy use and external factors like wind when placed outdoors.
- **Communication & Branding Opportunity:** Given the stands' positioning flexibility, many establishments use them for branding or awareness campaigns as well as to remind about proper hygiene, moving them around to enhance messaging visibility, as needed.

Soap or Hand Sanitizer? Both!

In the realm of hand hygiene and cleanliness, soap and sanitizer have important roles to play. Soap will always be needed and used when access to running water is possible, and, in our fast-paced world, when that isn't always viable, hand sanitizer has been a monumental benefit. Both serve a fundamental purpose in hand hygiene, but their use-cases differ.

In this way, the two are not at odds. They're complements. The choice between soap and hand sanitizers isn't an either-or decision. Depending on the setting, both play crucial roles in helping to ensure the health and safety of individuals. What matters is the consistent and correct use of these products to achieve the desired effect.

SOAP DISPENSERS

The act of washing hands with soap and water, when done correctly, remains the most effective way to remove germs and dirt.

- **Deep Cleaning:** Regular soap lathers well, ensuring a comprehensive cleaning action that reaches every nook and cranny of your hands.
- **Effectiveness Against Dirt:** Soap effectively breaks down grease, grime, and visible dirt, which sanitizers might not always manage.
- **Wide Use:** Soap cleans a broad range of contaminants.
- **Long-Term Habit:** Handwashing has been a taught practice from early childhood, making it a familiar and comforting routine for many.

HAND SANITIZER DISPENSERS

In today's ever-evolving scenario, hand sanitizers have emerged as quick, on-the-move solution for hand hygiene, especially when soap and water aren't easily accessible.

- **Quick and Convenient:** In settings where immediate access to sinks might not be possible, sanitizer dispensers offer a quick hygiene solution.
- **High Demand:** The recent global events have led to an unprecedented surge in hand sanitizer use. It's become almost second nature to sanitize hands upon entering any establishment, be it an office, restaurant, or retail store.
- **Customer Expectation:** A significant majority now expect businesses, irrespective of their nature, to offer hand sanitizers. Providing it has become a mark of care and consideration toward people.
- **Versatility in Placement:** As mentioned, sanitizer dispensers are especially versatile in their placement options, as no plumbing is required and as a number of dispenser innovations exist. From wall mounts to freestanding units, they can be conveniently positioned across multiple points in any establishment.

Touch-free vs. Manual Dispensers

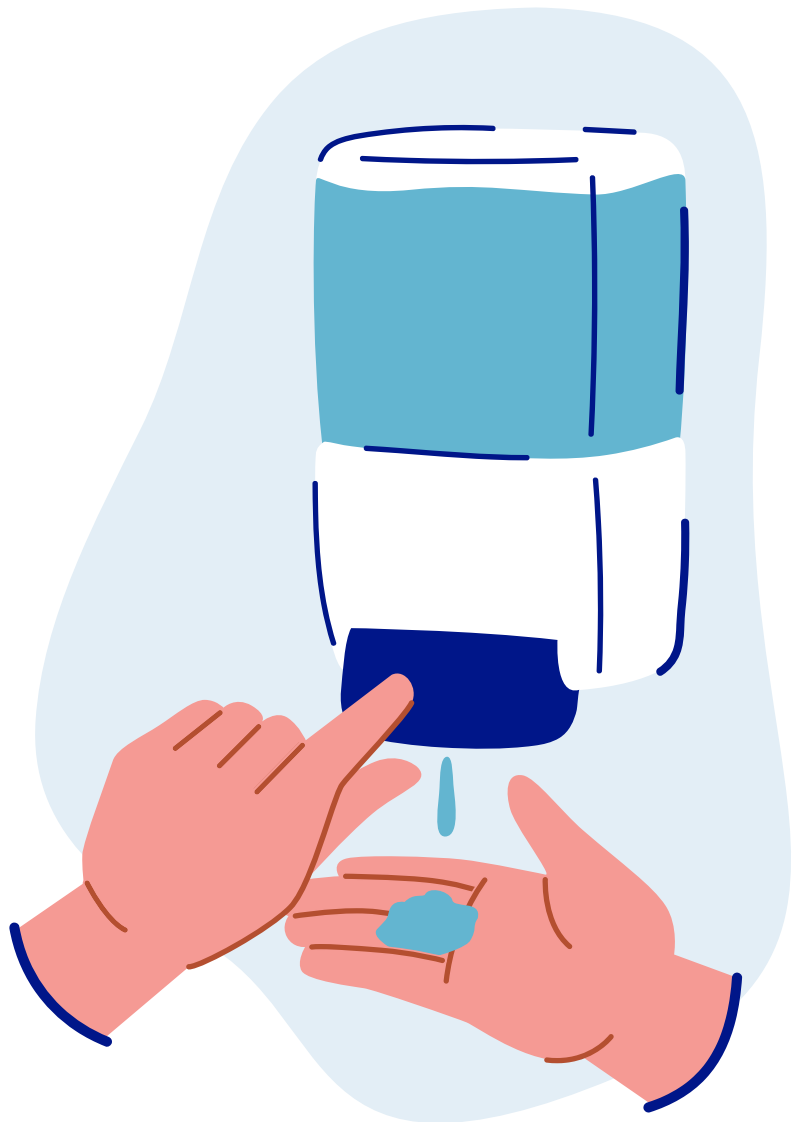
The battle between touch-free and manual dispensers is not unlike the one of soap versus sanitizer, in that **they often complement each other** by being used in different situations.

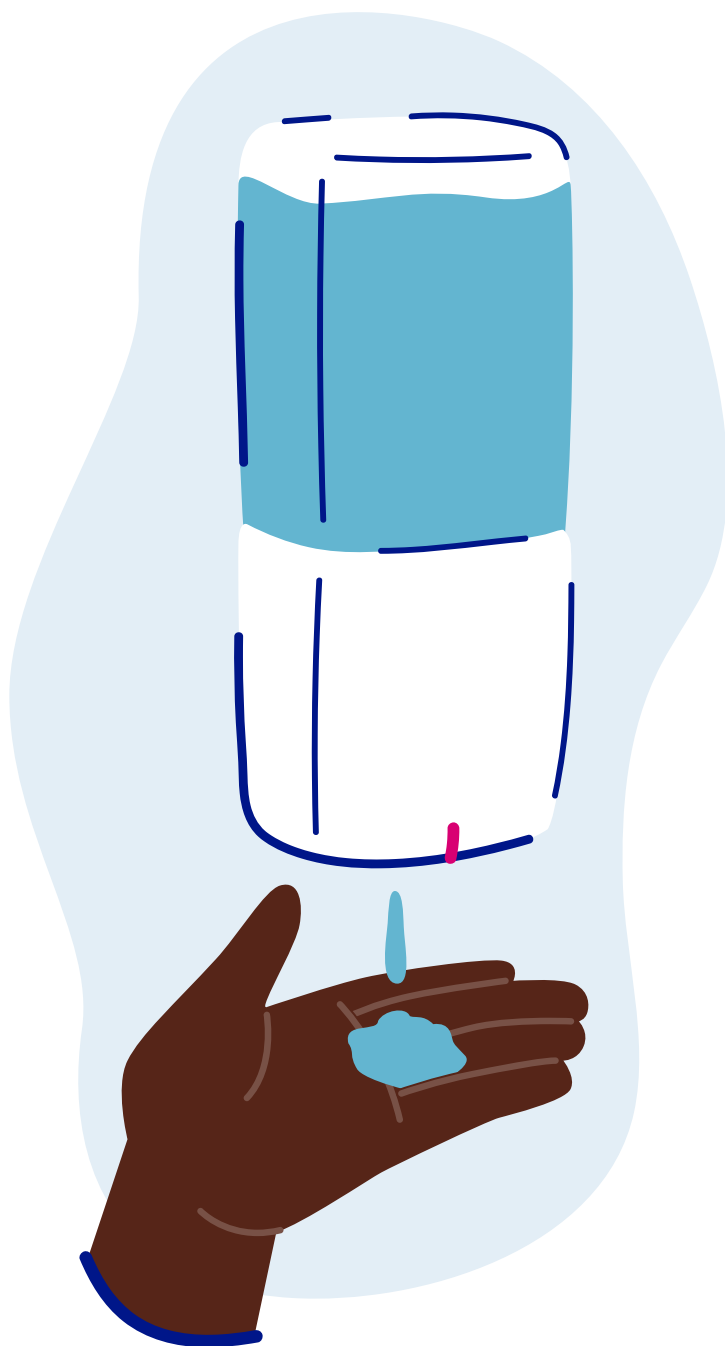
For these two varieties, it's not so much about superiority as about specificity. Each type has its unique advantages, tailored to cater to the needs of different environments. **It's essential to understand these nuances to make an informed decision based on the specific requirements of your setting.**

MANUAL DISPENSERS

Hands-On Approach to Hand Hygiene

- **Worry-Free Battery Operation:** One of the most significant advantages is the lack of dependency on batteries. This entirely eliminates the need for battery replacements and any associated costs. This consideration is lessened in lieu of more recent innovations, such as the PURELL® brand's "Energy-on-the-Refill" offering, which makes battery changes a relative non-issue for touch-free, too.
- **Reduced Accidental Dispenses:** The design minimizes unintentional actuations, ensuring that the product is dispensed only when genuinely required.
- **Designated for Specific Settings:** Manual dispensers might be preferred in specialized locations like correctional facilities, behavioral health centers, and outdoor areas. Here, the durability of a manual system and the potential negative impact of outside elements on battery life come into play.
- **But Consider the Touchpoints:** The push bar does introduce an additional contact point, potentially increasing the spread of germs; however, proper sanitizing after pulling the lever should alleviate that.





80% PREFER
using touch-free dispensers
over other options.³

TOUCH-FREE DISPENSERS

Modern, Hygienic, and User-Friendly

- **Mitigating Germ Spread:** By eliminating direct contact, these dispensers reduce the potential transfer of pathogens, especially in high-contamination areas like restrooms, hospitals, restaurants, and schools.
- **Effortless Usage:** Their intuitive design ensures that users can get the required product without manual effort, making the process faster, more efficient, and, for many, more appealing, encouraging more frequent usage. A recognizable name, like PURELL® brand, further boosts this, given the trust associated with it.
- **Longevity and Durability:** With fewer moving parts exposed to users, touch-free dispensers tend to have a longer lifespan and less wear and tear over time.
- **Battery Consideration:** While they do require battery replacements, advancements in technology have led to dispensers that optimize battery use, thereby reducing maintenance frequency. Batteries no longer need to be replaced separately at different times. With PURELL® brand's Energy-on-the-Refill, a new battery comes with a new cartridge.
- **Precision in Product Dispensing:** Touch-free dispensers are calibrated to provide a specific amount of product, which can minimize waste and ensure consistent application. This is especially beneficial in settings like K-12 schools or other environments, like elder care facilities, where controlling the amount of product dispensed can prevent waste and mess.
- **Integration with Advanced Systems:** In environments where monitoring hand hygiene is critical, touch-free dispensers can be paired with electronic monitoring systems. This is particularly beneficial in healthcare settings where compliance tracking can directly impact patient health.
- **Personal Preference:** 80% of people surveyed prefer to use touch-free dispensers.³

Tailoring Dispenser Choices to Your Unique Environment

The importance of hand hygiene transcends industries, but **the nuances and specific requirements vary widely based on the market in which the dispensers are to be used.**

Here we'll apply our cross-market expertise to illustrate just some of the nuanced ways different sectors demand specialized solutions:

HEALTH & WELLNESS

Ensuring Comprehensive Care Through Proper Hand Hygiene

- **Acute Care:** In critical care environments, touch-free wall-mount and stand dispensers with integrated technologies allow for real-time monitoring, helping ensure that staff maintain stringent hygiene standards.
- **Non-Acute Care:**
 - **Dentist Offices:** Given the close proximity to patients' mouths, hand hygiene is crucial. Touch-free wall-mount dispensers in procedure rooms can reduce contamination risk.
 - **Long-Term Care Facilities:** Catering to vulnerable populations like the elderly, these facilities require reliable dispensers that are easy for both staff and residents to use, likely a mix of touch-free and manual wall-mount options.
 - **Physician's Offices:** These environments require versatile dispensers that cater to both patients and medical professionals, ensuring that all parties have help getting protected from potential pathogens, including wall-mount touch-free and counter-mount options.



INDUSTRIAL

Robust Solutions for Demanding Environments

- **Automotive:** In spaces filled with grease and grime, sturdy wall-mount manual dispensers that can handle robust cleaning agents are essential.
- **Food Processing:** Wet and humid environments call for dependable, water-resistant wall-mount manual dispensers. Touch-free stand options in packing areas can help prevent product contamination.
- **Manufacturing:** In settings where the workforce deals with a myriad of materials and where water is often not readily available, having both wall-mount touch-free and manual dispensers available ensures the team can effectively clean their hands, regardless of the contaminants they've encountered.

FOOD, SHOPPING & LEISURE

Prioritizing Experience in High-Traffic Environments

- **Foodservice Industry:** In back-of-house areas like the kitchen, wall-mount touch-free dispensers can help reduce the risk of foodborne illnesses by minimizing contact points. Dispensers also are known to improve guest experience, with patrons seeing them as a visual indicator the establishment cares about their health and well-being. Typically, an array of table-top, counter-top, and wall-mount touch-free dispensers will be employed in front-of-house.
- **C-Stores & Grocery Stores:** With frequent interactions with food, products, and money, employees and customers alike benefit from easily accessible dispensers. In addition to stands, dispensers designed for outdoor durability, such as at the gas pump, are a go-to in this space.
- **Hotels & Casinos:** High-touch areas such as reception desks, casino tables, and buffet lines benefit from touch-free dispensers, ensuring guest safety and comfort.
- **Airports:** Given the international traffic, ensuring robust hand hygiene practices through strategically placed touch-free dispensers can help curb the spread of diseases.

GOVERNMENT & MILITARY

Upholding Hygiene Standards in Critical Services

Promoting the health of those who serve the nation is crucial.

With a mix of manual dispensers in rugged outdoor settings and touch-free versions in administrative areas, government and military facilities alike maintain top-notch hygiene.

EDUCATION

Crafting Safe Learning Environments

- **Colleges & Universities (C&U):** With academic settings, dormitories, and cafeterias, universities need a versatile approach, combining touch-free wall-mount dispensers in dining areas with manual stand ones in various hallways, and tabletop ones in workshops and classrooms.
- **K-12 Schools:** Given the younger audience, touch-free dispensers ensure the proper dosage is administered, reducing waste and potential mess.
- **Athletic Facilities:** In athletic areas, touch-free stand dispensers dispersed throughout the workout areas can help ensure people clean up before and after using equipment.

OFFICES

Promoting Wellness in Professional Settings

Every office, regardless of the industry, benefits from **promoting hand hygiene**. Counter-mount and wall-mount touch-free dispensers in restrooms; dispenser stands in high-traffic areas, like entrances and outside restrooms; and tabletop options in conference rooms, collaboration spaces, and reception desks are all good ideas for helping facilitate a productive work environment.



Closing Thoughts

Selecting the right dispenser is just the start. From style to function, your choices shape the user experience and help influence health standards. As we've explored, **tailoring to specific environments ensures that hand hygiene is both effective and seamless**. Now, venturing into Chapter 3, we'll unravel the misconception of bulk purchases. While at first glance buying in bulk might seem cost-effective, this chapter will shed light on its hidden pitfalls and why bulk dispensers are not the best choice. Let's dissect the true costs and consequences of opting for bulk, ensuring you make informed decisions for your establishment.

CHAPTER 3

THE HIDDEN PERILS OF BULK DISPENSERS

Bad News Comes in Bulk

Bulk dispensers might have gained popularity due to their perceived cost effectiveness, but **the true costs and dangers lurking behind them are often overlooked**. At first glance, the idea of pouring hand sanitizer or soap from a larger jug or container into a dispenser may seem like a smart move. However, the reality is far from this initial impression — **this is a dangerous practice**.

A Large Supply of Danger

The sudden need to obtain mass quantities of hand sanitizer and soap had many turning to the convenience of bulk-sized jugs and refillable open containers. Others perceive these solutions as economical or eco-friendly. While buying bulk might make sense for toilet paper in a wholesale club, **there are real risks to packaging and refilling hand hygiene products by this method**.

A bulk hand sanitizer or soap dispenser is easy to identify by the door on top and a reservoir rather than a separate, replaceable refill container.

But there are other red flags to look for:



Product is exposed to open air at any point of refill process.

Concentrates are mixed with local water supply.

Product has no lot number or expiration date.

Open-top, counter-mount, and even cabinet dispensers can be affected.

EFFICACY AND SAFETY

For hand sanitizer, the Centers for Disease Control and Prevention (CDC) has advised caution about such dispensers,⁴ and testing by independent lab Valisure LLC revealed significant health risks.⁵ A study by the University of Arizona also found that **25% of refillable bulk soap dispensers contain unsafe levels of bacterial contamination.**³

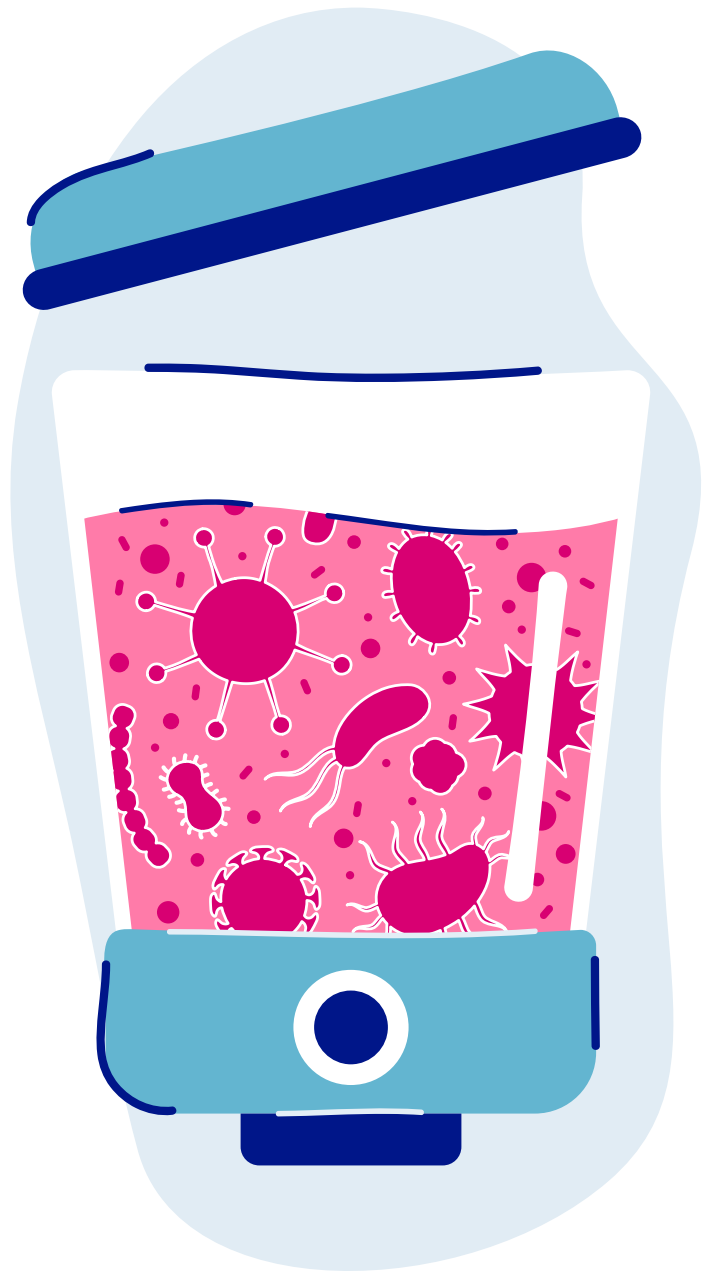
Further, since alcohol-based hand sanitizers are regulated as over-the-counter drugs, **mixing hand sanitizers is illegal.** This is an incredibly easy mistake to make with open refillable dispensers.

The CDC cautions that adding product to open hand sanitizer containers (known as “topping off”) may cause an imbalance in the active ingredient due to alcohol evaporation, potentially reducing effectiveness.⁴ **30% of bulk hand sanitizer samples had potentially dangerous chemicals,** like acetal (respiratory irritant) and acetaldehyde (potential carcinogen in a test⁴).

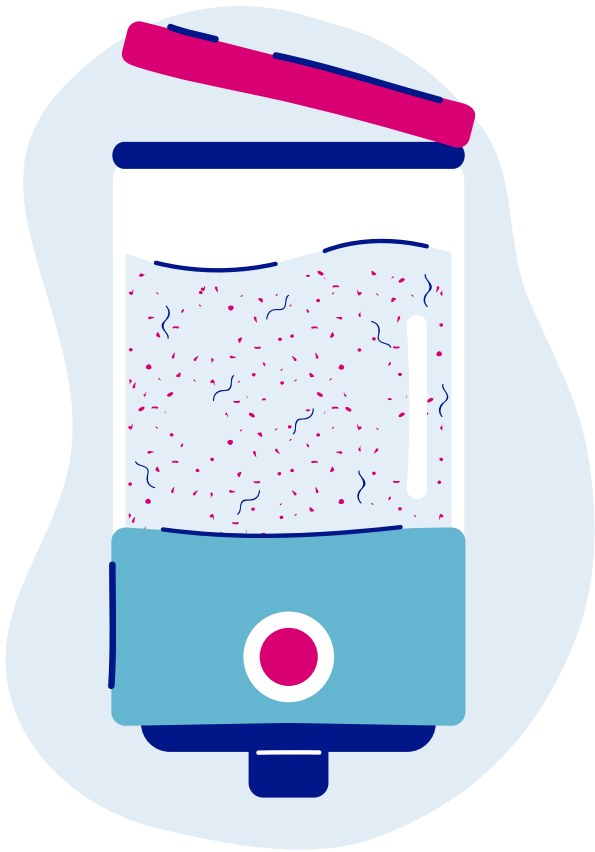
CONTAMINATION

Topping off hand sanitizer can cause inadvertent contamination according to the CDC,⁴ including:

- Ingredients combining in unknown measure.
- Mixing new with potentially expired product.
- Open refillable soap and sanitizer containers can be tampered with or exposed to foreign objects, like insects, hair, and dust.
- Biofilms, or layers of bacterial communities, are notorious for their resilience.⁶ Once inside, the only way to eliminate the contamination with confidence is to replace the dispenser.⁷
- All soap can be contaminated if it is poured into a bulk soap dispenser — even antibacterial soap.



In fact, one out of every four⁸ refillable bulk soap dispensers are contaminated with unsafe levels of bacteria, leaving hands with up to **25 TIMES MORE GERMS after washing than before.⁹**



BAD EXPERIENCE

There's no easier way to discourage good hand hygiene than a bad experience. Human error introduces the potential for real problems in bulk dispensers.

- The CDC cautions mixing hand sanitizers can cause skin irritation.⁴
- Mixing can also cause watery or sticky product which no one wants to use.

If your establishment relies on bulk hand sanitizer or soap and open refillable containers, **now is the right time to check inventories and stock up on more sanitary options with sealed refills** to help protect safety and effectiveness when it matters most.

Moreover, no one appreciates a messy dispenser. Clogged nozzles, spillages, and residues not only hinder functionality but also present an unkempt image, **tarnishing the reputation of a facility.**

IMPROPER DOSE OF HAND SANITIZER

When a hand sanitizer dispenser is incorrectly refilled, it can impact how many pumps are necessary to kill germs because:

- The dispenser might not be calibrated for that product.
- The wrong product could jam the pump.
- The system may not dispense the proper amount. Insufficient dosage compromises hygiene, while over-dispensing results in waste.
- Mixed products can separate and become less effective. The incompatibility of ingredients can lead to chemical reactions or dilution, affecting the product's potency.
- Hand sanitizer is vulnerable to evaporation, potentially falling below the recommended 60% concentration, and as stated by the CDC and the Food and Drug Administration (FDA), rendering it less effective.

SUMMARY OF KEY DOWNSIDES OF ALL TYPES OF BULK DISPENSERS

While contemporary bulk dispensers may look better than some of the more antiquated ones, they share common pitfalls with their more traditional counterparts:

- **Contamination Risk:** Refillable containers pose contamination hazards, risking introducing external pollutants or microbes.
- **Maintenance Issues:** Constant maintenance is required, including regular checking to see if refills are necessary, battery changes, malfunctioning pumps, and frequent thorough cleaning.
- **Inconsistent Quantity:** Bulk dispensers may not always dispense a consistent amount of product, resulting in either wastage or insufficient application.

Different Kinds of Bulk

In this exploration of bulk, **it's essential to understand that not all bulk products are the same.**

The nature and format of these products have unique implications for users, the environment, and facility management. Two primary categories in this arena are **Bulk Jugs** and **Concentrates**.

BULK JUGS

These are what most people picture when they think about bulk products — large containers filled to the brim with ready-to-use products like hand soap or sanitizer. Their primary purpose is to refill smaller dispensers or containers.

PERCEIVED ADVANTAGES:

- **Seemingly Cost-Effective:** Buying in larger quantities is meant to produce lower cost per unit, but bottom-line impacts, such as added maintenance and cleaning time leading to higher long-term labor costs, especially now, at a time when labor is in short supply, can change this calculation.
- **Fewer Purchases:** The idea is that bulk can be stocked, reducing the frequency of reorder, potentially cutting down on administrative costs and time. However, hand sanitizer has expiration dates, and many of the remedy solutions created by unreliable manufacturers and bought en masse over the last few years have already expired.

DISADVANTAGES:

- **Storage Issues:** Large jugs require significant storage space. This might pose a problem for facilities with limited room.
- **Spillage Risk:** Handling large containers increases the chances of spillage, leading to product wastage and potential slip hazards.
- **Waste:** If all content is not used before the product expires, it results in more waste than smaller packages.

CONCENTRATES

Concentrates are soap products that come in a reduced volume form that then must be diluted before use. They have grown in popularity as a potential solution to the space issue posed by bulk jugs.

PERCEIVED ADVANTAGES:

- **Space Saving:** Ostensibly, small volume of concentrate can produce a large volume of ready-to-use product.
- **Shipping and Storage Costs:** Theoretically, since concentrates are more compact, transporting and storing them is often cheaper and more energy-efficient.

DISADVANTAGES:

- **Labor Intensive:** The concentrates that don't have mixing equipment require intense, time-consuming labor. Sachet must be hand shaken with water for 10 minutes to create soap.
- **Training and Equipment:** Staff need proper training to ensure they mix concentrates correctly. This might also require specific equipment like measuring tools.
- **Contamination Risks:** In addition to air exposure characteristic of other bulk soaps, concentrates also depend on local water sources, which can introduce contaminants in an environment where they can flourish.

Recognizing the Inherent Flaws of Any Bulk Dispenser

The world of dispensers has evolved dramatically, and while lagging behind by its very nature, this still includes the bulk space. In the past, the presence of an open lid at the top was a clear indication of a bulk dispenser. However, as aesthetics and functionality have merged, modern dispensers have become more discreet, making it a tad more challenging to identify bulk varieties. [Here's a guide to help you discern some of the telltale signs associated with them.](#)

CABINET-BASED BULK DISPENSERS

At first glance, they might appear as sealed units, but upon closer inspection, which is often not possible if you are merely a patron, they contain open, refillable containers inside.

- **Concealed Compartments:** These dispensers often have hidden compartments that house the bulk container, making it less obvious that they're refillable.
- **Locked Doors:** While secured or lockable lids or doors make it seem as if they have all the benefits of a sealed system, upon opening them the open-air, refillable aspect becomes clear.

Unfortunately, in some cases these cabinets are left unlocked, meaning [anyone can put anything into them.](#)

COUNTER-MOUNT BULK DISPENSERS:

While counter-mount options can be great in various industries, as previously established, [they're far less helpful when they're actually a bulk dispenser.](#)

- **Hidden Refill Points Introduce Risks:** Unlike the more apparent top-lid systems, these dispensers might have discreet refill points, possibly even under the counter. Since this space itself is tucked away and is not part of regular cleaning protocols, this potentially introduces more risk of contaminants during the refill process.
- **Integrated Design Is Misleading:** They're typically designed to be part of a counter, sink, or surface, making it harder to discern their refillable nature without closer inspection.



Closing Thoughts

As Chapter 3 highlighted, the pitfalls of bulk purchasing leads to the conclusion that the value of quality and safety should be sought out over sheer quantity. [While the allure of bulk is that it might seem a cost-effective solution on the surface, the potential for contamination and inefficiency looms large.](#) In Chapter 4, we will look further into the maintenance and upkeep of dispensers, with bulk ones in particular proving especially challenging to properly maintain. Ensuring the longevity and functionality of any dispenser is paramount, and we'll also explore best practices to achieve just that.

CHAPTER 4

MAINTENANCE

Work Smarter, Not Harder

Dispensers, the silent custodians of hygiene in our daily lives, often go unnoticed until they malfunction. As simple as they might seem, **their maintenance is a task that demands attention to detail and a profound understanding of their design and functionality.** This chapter aims to shed light on the nuances of maintaining dispensers, particularly emphasizing the challenges that bulk dispensers bring to the table.



Bulk Maintenance

Bulk dispensers, while offering large quantities of product, often come with a lot of maintenance challenges, too. They require regular attention, making their upkeep quite an intensive task for employees to undertake, if done properly. **If not done properly, it would be better to not have dispensers at all, as the health risks of an improperly maintained dispenser rival or surpass those of not cleaning at all.** Their significant capacity might seem like an advantage, but the maintenance intricacies can pose risks in terms of both hygiene and operational efficiency.

JUGS AND CONCENTRATES

Bulk dispensers usually depend on jugs and concentrates for refills. Not only is refilling a constant process that the workforce must manually stay on top of, remembering proactively to keep topping off, or, worse, doing so when a customer complains there is no soap or sanitizer, but the very process of refilling introduces potential pitfalls into the maintenance process. **Each time a jug or concentrate is opened and poured, there's a risk of introducing external contaminants.** Such contamination doesn't just dilute the efficacy of the hygiene product but can pose significant health threats.

KEEPING PUMPS CLEAN

The pumps, being the primary point of contact with the external environment, are vulnerable to microbial buildup. Regular cleaning is non-negotiable. Neglecting this step not only decreases the product's effectiveness but might actually introduce harmful bacteria to hands seeking cleanliness. **A soiled pump can easily become a hotspot for germs, defeating the purpose of a dispenser.**

CHANGING BATTERIES

While the shift toward battery-operated bulk dispensers seemed like a step toward modernity, it introduced another variable into the maintenance equation. Batteries, with their inconsistent lifespans, add an unpredictable element. **Depending on the manufacturer, some might last weeks, while others fade in just days, especially in high-traffic areas.** The unpredictability necessitates constant vigilance from maintenance teams to ensure dispensers are always operational, on top of the routine refilling, and sanitizing, of the dispensers that's constantly needed, a list of tasks easier said than done (again, especially when it comes to doing all of this properly every time — it theoretically takes only one maintenance slip-up to introduce serious risk).

CHECKING REFILLS

The enigma of closed cabinets: to refill or not to refill? **Without a clear view into the dispenser, staff often find themselves playing a guessing game.** The result? Premature refills leading to product wastage or, conversely, dispensers running dry at crucial moments, causing inconvenience to users and potential health hazards.

CABINETS WITH SIGHT WINDOWS

A slight evolution from their closed counterparts, cabinets with small windows do offer some transparency. They enable staff to visually inspect product levels, offering a gauge of when refills might be needed. However, even this design doesn't provide comprehensive insights. **There's no way to ascertain the functional status of the dispenser nor any real-time data on product usage patterns.**

Durability

Outdoor dispensers need to withstand the trials of nature and human interference. Be it the blazing sun of summer, the freezing chill of winter, or the wear and tear due to high-traffic areas, these dispensers need to rise to the occasion. If they don't, they will quickly become costly to constantly replace or, worse, they will be left as zombie units, doing nothing more than rotting away and upsetting potential users when they try to clean their hands. **As outdoor settings like public parks, gas stations, bus stops, and amusement parks become more common areas to place dispensers, the need for sturdier and more reliable units is important,** especially as the sturdier they are, the less they need to be maintained in these settings.



Using Smart Data as a Maintenance Advantage

SMART DISPENSERS FOR MODERN HYGIENE INFRASTRUCTURE

- Smart dispensers are at the forefront of modern hygiene technology.

OPTIMAL STOCKING AND USER EXPERIENCE

- Real-time monitoring ensures restroom and hygiene stations are always functional and well stocked.
- Enhances user experience by reducing downtime.

PROACTIVE MAINTENANCE WITH REAL-TIME MONITORING

- Tech-enabled proactive maintenance focuses on real-time data and insights.
- Issues like product shortages, low batteries, or traffic surges are immediately detected.

PREVENTING COMPLAINTS AND IMPROVING SATISFACTION

- Smart monitoring prevents potential issues, leading to happier users.
- Ensures a seamless experience, crucial in settings like hospitals.

DATA-DRIVEN INVENTORY DECISIONS

- Smart dispensers provide insights into product consumption patterns.
- Help reduce wastage and predict maintenance needs, saving costs.

COMPLIANCE MONITORING FOR HYGIENE STANDARDS

- Smart dispensers track hand hygiene practices.
- Serve as reminders and trackers for adherence to best practices.¹⁰





BENEFITS OF A TRULY MODERN DISPENSER

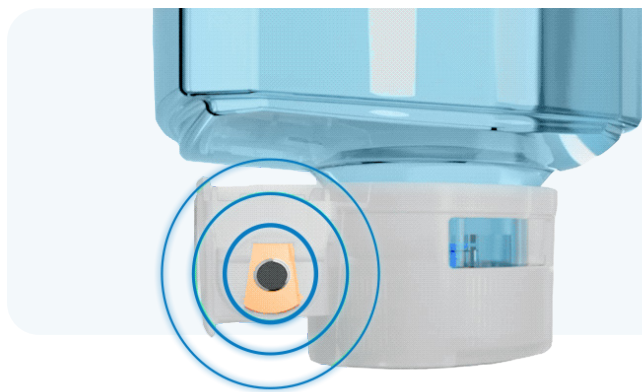
The PURELL® ES10 Touch-Free Dispenser Experience

While this book explores the dispenser space as a whole, as we navigate the intricacies of dispenser maintenance, we would be negligent to not mention that **the ES10 changes the game in maintenance**, nearly eliminating it entirely through simplicity and efficiency. This state-of-the-art system underscores how **modern design can radically transform the maintenance experience**.

EFFORTLESS MONITORING WITH AT-A-GLANCE™

A quick glance is all it takes to determine product levels, thanks to the ES10's transparent design.

Continuing the success of the AT-A-GLANCE™ feature in previous dispenser designs, this design element simplifies upkeep by allowing facility staff or homeowners to monitor soap or sanitizer levels easily, ensuring that dispensers are always ready for use.



WORRY-FREE BATTERY FUNCTIONALITY

One of the most common hitches in maintaining dispensers is the need to replace batteries frequently, both a hassle and an expense. The ES10 eliminates this concern entirely. **Drawing inspiration from its Energy-on-the-Refill legacy, the system ensures that the chore of battery replacement is a thing of the past.** This not only translates to less maintenance but also minimizes the environmental footprint by reducing battery waste.



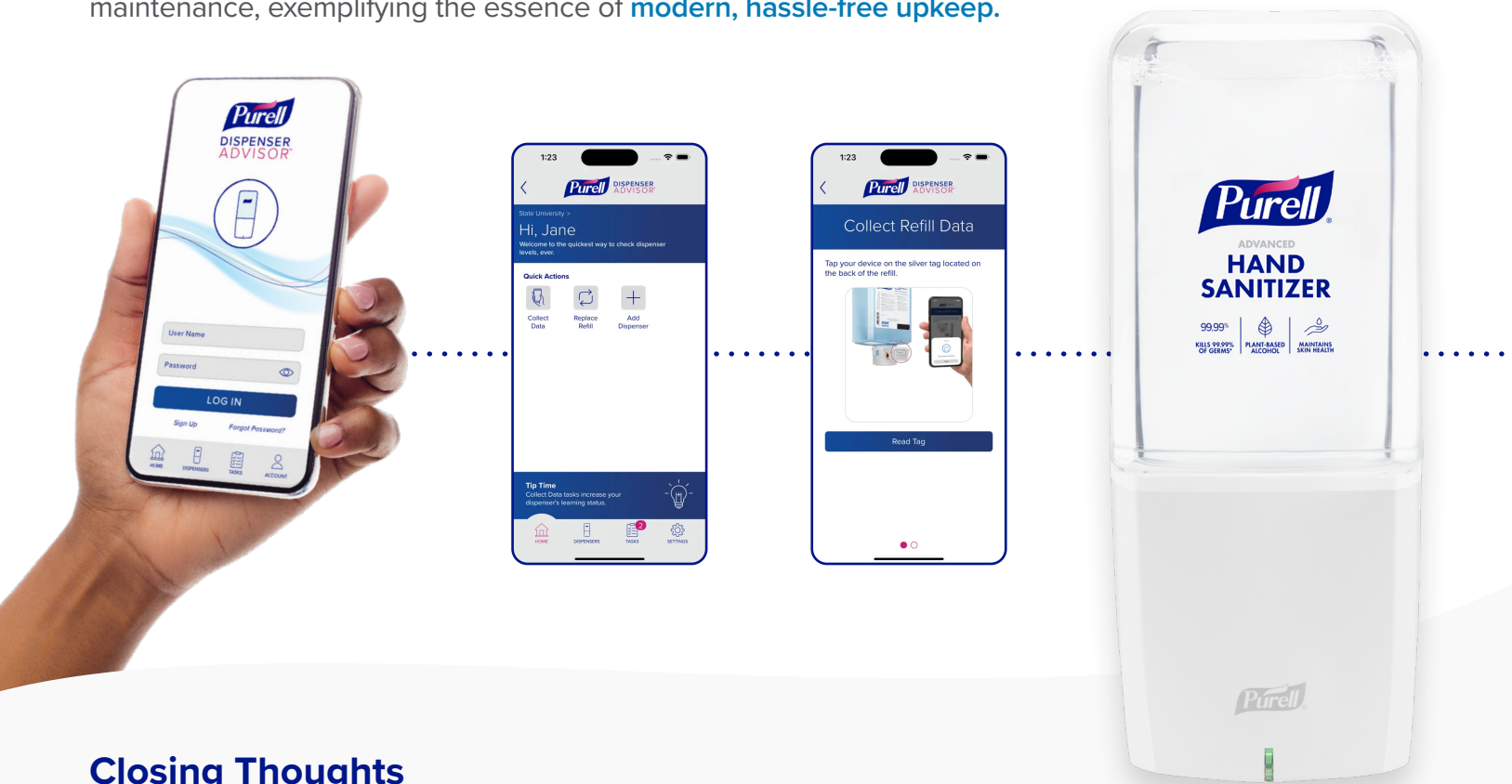
EMBRACING DIGITAL WITH PURELL DISPENSER ADVISOR™

Taking digital-age dispenser maintenance to the next level, **the ES10 is equipped with the cutting-edge PURELL DISPENSER ADVISOR™ smart technology.**

This built-in feature allows remote management of refills, heralding a new era where Smart Systems are accessible to all. The technology assists in timely notifications for refill requirements, ensuring the uninterrupted availability of hygiene products.

The PURELL brand itself is an important benefit of the ES10. After all, **PURELL® Hand Sanitizer is the most trusted brand offered in public places.¹¹** It's an easy and recognized way of signaling to customers and employees alike in your facility that you care about their health and well-being. Send a message of quality and cleanliness with **America's #1 hand sanitizer brand.¹²**

The ES10 is not just a product of aesthetic appeal and advanced engineering; it **significantly reduces the time and effort** traditionally associated with dispenser maintenance, exemplifying the essence of **modern, hassle-free upkeep.**



Closing Thoughts

Maintenance plays a pivotal role in ensuring user safety and dispenser longevity. As we've explored, bulk dispensers, with their unique set of challenges, underscore the importance of diligence in upkeep. If you're going to use them, they must be maintained properly. At all times. **Ensuring a dispenser functions flawlessly is not just a necessary maintenance task but also upholds the sanctity of hygiene and health.** After all, every piece of equipment that makes operations possible deserves attention and care. This is especially true for dispensers.

CHAPTER 5

HOW TO CHOOSE A DISPENSER: COMPLETE CHECKLIST

Your Ultimate Guide to Picking the Right Dispenser

Before you invest in a dispenser, **make sure it checks all the right boxes.**

Here's a comprehensive checklist to help make your decision-making a breeze!

SIZE & PLACEMENT

- ☑ Is it sized just right with a compact design, ideal for tight spaces?
- ☑ Does it allow for flexible placement with its durable hardware and robust mounting options?
- ☑ Do you need it positioned indoors, outdoors, or both?

RELIABILITY & PERFORMANCE

- ☑ Can it consistently deliver an effective amount of product in accordance with compliance standards?
- ☑ Does the brand stand behind its product with a reliability guarantee?
- ☑ Will it remain functional and efficient even during peak usage?

BATTERY & MAINTENANCE

- ☑ Does it offer a fresh battery on each refill, saving you from frequent change-outs?
- ☑ Is maintenance hassle-free, allowing you to focus on other tasks?
- ☑ Are there additional features that assist with easy upkeep and longevity?

REFILL MONITORING

- ☑ Can you install refills instantly without prying it open?
- ☑ Does its design allow for quick refill assessments at a glance?
- ☑ Are the refill mechanisms intuitive and user-friendly?

ADVANCED FEATURES

- ☑ Does it incorporate smart technology for alerts and electronic compliance monitoring?
- ☑ Does it offer access control features, ensuring only authorized access?
- ☑ Are there any innovative features that set it apart from standard dispensers?

IMPRESSION ON PEOPLE

- ☑ Does it convey a strong commitment to quality and cleanliness?
- ☑ Will employees find it easy and intuitive to use and maintain?
- ☑ Can it be a loyalty booster and a testament to your facility's high standard?

AESTHETIC VALUE

- ☑ Does its sleek design seamlessly complement various decors and settings?
- ☑ Can it be personalized with your brand or message, providing a custom touch?
- ☑ Does it present itself as obviously for hand hygiene purposes, while also looking premium in elevating ways?

FORMULATIONS

- ☑ Does it dispense a reliable brand backed by decades of scientific innovation?
- ☑ Have compatible formulations been recognized with reputable sustainability certifications?
- ☑ Do the ingredients go above and beyond to do more, like maintain skin health and offer a pleasant sensory experience?

Closing Thoughts

Remember, the dispenser you choose speaks volumes about your commitment to hygiene, experience, and overall well-being of all the people who matter most to your operation. Addressing these questions will ensure you pick a model that stands out in all the right ways.

Make a choice that resonates with both guests and employees!

CHAPTER 6

PUTTING IT IN PLACE: MAXIMIZING HAND SANITIZER DISPENSER IMPACT

A Question of “Where,” Not Just “How Many”

The crucial consideration for facilities isn’t merely how many hand sanitizer dispensers are present, but rather where they are strategically positioned. While soap dispensers must go next to each available sink, knowing where to properly place hand sanitizer dispensers isn’t so obvious. Especially because **haphazardly placing them where it feels intuitive can lead to some serious drawbacks.**

DISPENSERS THAT ARE POORLY PLACED CAN:

1. **Fail to provide soap or sanitizer when it’s most needed**, affording a false sense of security with regard to minimizing the risk of germ-related transmissions within a facility.
2. **Create pain points and workflow inefficiencies for staff members** — for example, when dispensers that are hard to reach or hidden from view result in sanitizer product expiring before it’s fully used, or battery life being exceeded even though little product was actually dispensed.

3. **Detrimentially impact image**, given that seemingly arbitrary, poorly placed, or excessive dispensers may contribute to a cluttered, disjointed, and overall negative perception of the facility.

Conversely, optimized dispenser placement ensures that sanitizing agents are within reach when people need them most, providing a genuine experience of safety and well-being.

A Scientific Approach to Placement

The question then is, **how do we optimize dispenser placement?** Instead of relying on subjective criteria, we should turn to more objective principles rooted in a scientific understanding of human behavior and cognition. The GOJO Social and Behavioral Sciences team has researched this topic across decades, validating theories of behavior change, habit formation, and human cognition and decision-making in the process.

What was discovered is that **optimizing dispenser placement means identifying and placing dispensers in locations where they are most likely to be used.** In other words, where people need hand hygiene the most.

- Products add value only when used. It's imperative to understand where and why people will use sanitizer.
- Human behavior is governed by both conscious decisions and unconscious habits.
- Factors influencing intentional sanitizer use differ from those driving habitual use.
- Both sets of influences must be considered in determining placement.
- Placement location is an important issue because poorly placed dispensers can — and often do — lead to problems for facilities' personnel and end users.

The result has been a collection of principles stemming from these truths about human behavior.

Setting a New Standard

This work has informed the development of our **GOJO S.E.T. & SIGNAL™ Principles**, which help guide optimal dispenser placement in facilities.

What are the S.E.T. & SIGNAL™ Principles, and how do they guide placement?

MAKE IT STAND OUT

Is the dispenser placed where it can capture people's attention, taking into account obvious sources of distraction for the user?



MAKE IT EASY

Is it placed where there are few barriers that can make it difficult, time-consuming, or effortful to use or access the dispenser?



MAKE IT TIMELY

Is it placed closest to the moment when having clean hands matters most?



MAKE IT SIGNAL™

Is it placed where it can best prompt a positive hand hygiene association or first impression among people who may enter a facility?

In short, **hand hygiene is a cornerstone of maintaining a healthy environment, especially in public facilities.**

However, while handwashing is essential, it's not always convenient or feasible, especially in areas where sinks aren't immediately available. **That's where the role of hand sanitizers comes into play.** By strategically placing hand sanitizer bottles, stands, or dispensers in your facility, not only are you providing a means to clean hands, but you're also making a statement. A well-placed sanitizer subtly nudges everyone — be it employees, visitors, or customers — to prioritize hand hygiene. Moreover, studies have shown that **when sanitizer is easily accessible and prominently placed, people are more likely to use it.**



Positioning hand hygiene solutions in high-traffic areas, such as entrances, hallways, waiting areas, or near elevators, serves multiple purposes. First, it acts as a consistent reminder for everyone to keep hand hygiene top-of-mind. Second, it showcases your dedication to cleanliness. Visibly prioritizing hand hygiene speaks volumes about a facility's commitment to the well-being of its occupants. **By emphasizing cleanliness in this way, you're not just promoting health but also assuring everyone that they're in a space that values quality, safety, and overall excellence.**

CHAPTER 7

WHY GOJO & WHY THE ES10?

History with Dispensers

At the heart of the GOJO Industries, Inc. journey lies a genuine passion for **offering practical solutions that meet the evolving needs of their users**. Back in 1952, GOJO identified a simple yet significant challenge: excessive hand cleaner waste. Our solution was the world's first portion-controlled hand cleaner dispenser. This thoughtful innovation wasn't about starting a legacy; it was about **being mindful of resources** and ensuring that users **got the most out of every product**.



The 1980s saw GOJO first taking a modest step forward, then a giant leap. In 1983, we refined our earlier dispenser design, underscoring a commitment to continual improvement. Then in 1988, recognizing the challenges faced by workers in industries like foodservice and healthcare, **GOJO introduced PURELL® Instant Hand Sanitizer**. This wasn't just about hand hygiene; it was about providing a convenient solution for workers who couldn't easily access water, ensuring they could maintain hygiene standards with minimal disruption to their tasks.

Fast-forward to the mid-2000s, and **the world's hygiene needs were becoming increasingly sophisticated**. Touch-free solutions were in demand, and in response, GOJO introduced the GOJO TFX™ dispensing systems in 2006.

That same year, we also launched GOJO® Green Certified Hand Cleaners, a nod to the growing emphasis on environmental sustainability. By 2008, recognizing the varied needs of different environments, GOJO broadened our range. This wasn't about dominating spaces; it was about ensuring that PURELL® products were accessible wherever they were needed.

Throughout our enterprise's history, **innovations in dispensers and hygiene products have always stemmed from a sincere desire to serve the community better**, first locally, and now globally. Every product, every innovation has been a response to a genuine need, a humble endeavor to help make lives a little healthier and a tad more convenient.



POWERFUL
EFFICACY

PROVEN
QUALITY

A TRUSTED
BRAND

Future of Dispensing

GOJO Industries, Inc.'s ES10 dispenser represents a milestone in the evolution of hand hygiene solutions.

This innovative system is more than a mere dispenser; it's a carefully crafted tool designed to minimize microbial contamination risks.

Bulk dispensers often grapple with contamination issues due to product exposure to the environment. **The ES10 significantly reduces such exposure with its sanitary sealed cartridge system.** The dispenser's unique integrated pump, designed with a diaphragm, ensures minimal fluid retention after each use, minimizing the potential for microbial breeding grounds. The choice to forgo a liquid reservoir, combined with the use of the CLEAN SEALED™ system, ensures that the product remains uncontaminated from factory to user.

Our comprehensive evaluations, including real-world tests, consistently validated the ES10's reduced microbial contamination risks, which adhere to global guidelines. Collaborations with institutions like Montana State University further emphasize the ES10's **exceptional performance in real-world conditions.**

Formulation Counts

But it's not just about the dispenser. The formulations intended for the ES10 have undergone rigorous testing to ensure they are effective against germs while also being user-friendly. Previous studies by GOJO and the University of Arizona highlighted significant contamination in conventional refillable bulk soap dispensers. **The ES10 mitigates these risks with its groundbreaking design and research backing.**

PURELL hand hygiene formulations can only be experienced with PURELL brand dispensers. They are the result of decades of scientific innovation, with strong, differentiated offerings that no one else can provide. **The PURELL brand offers a trifecta of Powerful Efficacy and Proven Quality from a Trusted Brand.** While others may match one or two of these, none have the true, worry-free disinfection and the peace of mind that comes with the PURELL name.

Sustainability

The PURELL® brand is always pushing for new opportunities to develop **products that include plant-based ingredients and are free of dyes, unnecessary preservatives, and harsh chemicals.**

These efforts are demonstrated through GOJO participation in the Cradle to Cradle Certified® Product Program, which recognizes products that are safe, circular, and responsibly made. Many of our formulations have achieved Gold status, and we received Platinum Certification in the Material Health category. More than 330 global SKUs connected to PURELL brand products are Cradle to Cradle Certified® Gold. These include the first Gold-level hand sanitizers in the world to achieve this certification, **helping you meet your goals for social and environmental sustainability.**

Beyond our clean chemistry, we're supporting sustainability in our daily practices through our values. In 2021, 89% of our hand sanitizers were manufactured using 50% renewable energy. This year, we're aiming even higher.

Every decision we make is guided by four sustainable value strategies:



Innovate to Create Sustainable Value



Elevate Public Health & Well-Being



Steward a Thriving Environment



Foster a Culture of Sustainable Value

Supplier Diversity

GOJO is a certified Women's Business Enterprise (WBE) by the Women's Business Enterprise National Council (WBENC), the largest certifier of women's business enterprises in the U.S. and a leading advocate for women business owners, leaders, and entrepreneurs. GOJO is led by Marcella Kanfer Rolnick, third generation of family leadership and Executive Chair, and Carey Jaros, President and CEO. Their leadership guides our core values, and **this certification helps facilities make progress toward goals for supplier diversity.**

Want to Learn More?

Visit [GOJO.com](https://www.gojo.com) or contact your supplier of hand hygiene and surface disinfection products today to learn more about the trailblazing innovations that can help your organization achieve new heights.



[GOJO.COM](https://www.gojo.com)

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