



CHANGING HYGIENE HABITS WITH CITRON HYGIENE

JANUARY 2021

WELCOME



At Citron Hygiene,

we have more than 45 years of experience providing washroom and work place hygiene services to a diverse range of businesses around the world. We take our responsibility as a recognized essential service incredibly seriously.



Alison Mahoney
EVP GM Canada

It is fair to say that the Coronavirus outbreak of 2020 has presented our customers with some completely unprecedented challenges.

Throughout the pandemic we have worked closely with all our customers to help them continue to operate as effectively as possible while containing the spread of this deadly virus. As businesses evaluate their hygiene needs and consumers are more aware of how germs and viruses spread, there has become an increased need for disinfection services and products to help them get back to work safely. For many employers, the Coronavirus has completely transformed the way they operate.

In response, we surveyed 2000 Canadians to give businesses an insight into their colleagues' and customers' attitudes to facility hygiene in a post-coronavirus world.

Hopefully this document will enable your organization to better deal with the expectations of customers and employees and make plans for continued growth. I hope you find it useful.



CANADIAN HANDWASHING HABITS



From the outset of the outbreak, one of the **Government's key public health messages** was around **hand washing**. We were told to wash our hands regularly with **soap and hot water** or an alcohol-based **hand sanitizer** for at least 20 seconds. It's clear that the public have incorporated handwashing into their daily routines and are taking steps to ensure they keep their hands clean at all times.



- Adults **wash or sanitize** their hands an average of **7.8 times** per day.
- On each occasion, respondents spend an average of **16.85 seconds washing or sanitizing their hands**.
- When they are out of the house, adults will **use hand sanitizer** an average of **4.1 times per day**.



Agree that they've become **more aware of germs and more conscious of hygiene** over the last six months as a result of the pandemic.

Only 4% disagree.

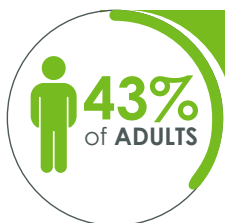


81%
AGREE

it is important to ensure surfaces are sanitized because they believe the **virus survives on surfaces** and **can be transmitted from surface to hands**.

Only 4% disagree.

BEHAVIOUR CHANGES



Are **fearful about going to their place of work** and the risk of the virus spreading.



73% of **ADULTS** said it has **now become MORE IMPORTANT** to **wash/sanitize their hands regularly**.

It is clear that hygiene is higher on the agenda than ever before. However, the good news is that businesses can overcome consumer and employee concerns by installing some pretty straightforward measures to ensure good hygiene.



PUBLIC SPACES



60% of **ADULTS** believe that **PUBLIC SPACES** such as bars, restaurants, workplaces are **CLEANER NOW** compared to six months ago.

When asked what would make them feel more **comfortable** using a **public washroom**:

58% of **ADULTS** said **HAND SANITIZER** to use after they exit.



57% of **ADULTS** said **MOTION SENSORS** so you **don't have to touch things** - such as AutoFlush, AutoFaucet, AutoSoap and touch-free personal hygiene disposal.

47% of **ADULTS** said **SOMETHING TO OPEN THE DOOR** other than your hand.



45% of adults want an **AIR CLEANING SYSTEM** installed to **REMOVE** airborne bacteria.

The public's expectations around hygiene are much higher since the pandemic, so reassuring them that your place of business is hygienic and safe is more important than ever before.

Businesses can provide peace of mind to their employees and guests by providing them with a safe environment. Ensure your business is ready!

ENCOURAGING GOOD HYGIENE



There is no denying that hygiene habits have evolved and there will be a lasting legacy of change, both in the way people behave, and in their expectations when it comes to hygiene provisions in public spaces.

As the need for added hygiene measures continues to grow, meeting this demand can be a challenging task. This is where Citron Hygiene can help. We have over 45 years of industry experience helping businesses create hygienic spaces.

Citron Hygiene works with businesses to identify and reduce hygiene risk. Our innovative services provide your facility with solutions to meet the growing demand for proper hygiene.

WE ARE HERE TO HELP



PERSONAL HYGIENE
DISPOSAL SERVICE



HAND SANITIZER
SERVICE



WASHROOM
AUTOMATION



PROFESSIONAL
DISINFECTION



AIR & SURFACE
DISINFECTION



Building healthy spaces

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