



Deliver More Peace of Mind with VISIBLE HYGIENE™

VISIBLE HYGIENE is about making sure customers and employees notice that trusted hygiene products are available where and when they're needed – which is critical to the success of your customer experience and food safety programs. In fact, a recent nationwide survey showed:

69% of people expect to see PURELL® hand sanitizer in public places.¹

3X When people looked for hand sanitizer, PURELL dispensers were 3x more recognizable.²

4X People are 4x more likely to use a brand they trust.³

Make sure your customers and employees have the hygiene products they want and, more importantly, will use. Below are some of the places where hand and surface hygiene are needed most.

Restaurant Entrance



- PURELL MESSENGER™ stands in lobbies and waiting areas
- PURELL Advanced Hand Sanitizer bottle with PURELL PLACES™ light-up docks at hostess stations

Dining Areas & Front-of-House



- PURELL Advanced Hand Sanitizer bottles at cash register, server station, condiment area, and buffet/salad bars
- PURELL® Surface Sanitizer for tables, booths, chairs, and counters
- PURELL® Surface Sanitizing Wipes for booster seats, highchairs, and menus

Food Prep & Back-of-House



- PURELL Surface Sanitizer for cutting boards, counters, and other surfaces
- PURELL Soap at handwashing sinks
- PURELL Hand Sanitizer at handwashing sink and drive-thru

Restrooms



- PURELL soap dispensers near sinks
- PURELL Hand Sanitizer dispensers near exit



Meeting the Moment with VISIBLE HYGIENE™

Now more than ever, people expect visible cues that cleanliness and well-being is a priority, and when guests and employees see the PURELL® brand, they know they're in a high-quality facility that's prepared for any situation. To meet the moment with VISIBLE HYGIENE, use the S.E.T. principles to help place hygiene products in the most desired areas:

MAKE IT STAND OUT

Make sure products are noticeable and within people's line of sight.

MAKE IT EASY

Place within arm's length when seated and/or in the natural traffic flow of the environment.

MAKE IT TIMELY

Consider the high-traffic places where hand hygiene is (or should be!) used most.

PURELL® Hand Soap	Product Certification	ES4 1200 mL	ES8 1200 mL
PURELL® Soap Dispenser – Graphite		5034-01	7734-01
PURELL® HEALTHY SOAP® 0.5% BAK Antimicrobial Foam	✓	5079-02	7779-02
PURELL® CRT HEALTHY SOAP® High Performance Foam	✓ ✓	5085-02	7785-02

PURELL® Hand Sanitizer	ES1 450 mL	ES4 1200 mL	ES8 1200 mL	12 fl oz
PURELL® Hand Sanitizer Dispenser – Graphite	—	5024-01	7724-01	—
PURELL MESSENGER™ ES8 Graphite Panel Floor Stand with Dispenser	—	—	7318-DS-SLV	—
PURELL® ES8 Dispenser Floor Stand with Graphite Dispenser	—	—	7218-DS	—
PURELL® ES1 Hand Sanitizer Dispenser Starter Kit – Graphite	4424-D6	—	—	—
PURELL VF PLUS™ Hand Sanitizer Gel	—	5099-02	7099-02	9300-12
PURELL® Advanced Hand Sanitizer Foam	—	5053-02	7753-02	—
PURELL PLACES™ 12 oz Light-up Bottle Dock – Graphite	—	—	—	9618-12-GPH

PURELL® High-Capacity Dispenser & Wipes	1700 ct Refill
PURELL® DS360 High-Capacity Hand Sanitizing Wipes Station	9114-01-SLVHSW
PURELL® Hand Sanitizing Wipes	9217-02, 9517-04

PURELL® Surface Sanitizer	Product Certification	32 fl oz	1 Gallon	110 ct
PURELL® Foodservice Surface Sanitizer	✓	3341-06	4341-04	—
PURELL® Foodservice Surface Sanitizing Wipes		—	—	9341-06

- ✓ Meets USDA Certified Biobased Product Standards
- ✓ Meets UL ECOLOGO® Standard for Hand Cleaner, UL 2784 or Hand Sanitizer, UL 2783
- ✓ Meets EPA Design for the Environment standards

Contact your distributor for more information on PURELL products that can help you meet the moment and provide peace of mind with proven, trusted solutions.

1. Results based on a nationwide online survey of 500 individuals conducted in January 2021; MR#006-102.
 2. Market Research Project 016-114, GOJO Industries, Inc., April 2021. Study only included PURELL ES Systems.
 3. Results based on a nationwide online survey of 500 individuals conducted in July 2021; MR#006-102.
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