



# Deliver more peace of mind with VISIBLE HYGIENE™




VISIBLE HYGIENE is about making sure students and staff notice that products are available where and when they're needed – which is critical to the success of your hygiene programs. In fact, in a recent nationwide survey consumers said:

- 69%** of people expect to see PURELL® hand sanitizer in public places.<sup>1</sup>
- 3X** When people looked for hand sanitizer, PURELL dispensers were 3x more recognizable.<sup>2</sup>
- 4X** People are 4x more likely to use a brand they trust.<sup>3</sup>

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



## Classrooms & Student Spaces



-  • PURELL® ES1 Compact Dispenser at room entrances and where shared equipment is in use (e.g., computers)
-  • PURELL® Advanced Hand Sanitizer bottles on tables and counters
-  • PURELL® Surface Sanitizing Wipes on tables, desks, and chairs
-  • Power Sprayer for large areas like buses, carpets, or shared spaces





## High-Traffic Areas, Building Entrances



-  • PURELL® Hand Sanitizer dispensers in entrances and doorways
-  • PURELL Hand Sanitizer stands in high-touch areas like door handles or water fountains



## Restrooms, Cafeterias, Athletic Facilities



-  • PURELL® Soap dispensers near sinks
-  • PURELL Hand Sanitizer dispensers inside restrooms at the exit door
-  • PURELL Advanced Hand Sanitizer bottles on cafeteria tables and counters where food will be consumed
-  • PURELL Hand Sanitizer stands near restroom exits and in locker rooms

## Transportation



-  • PURELL ES1 Compact Dispenser at bus entrances
-  • PURELL Surface Disinfectant for use on seats, railings, and handles



# Meeting the Moment with VISIBLE HYGIENE™

Now more than ever, people expect visible cues that cleanliness is a priority, and when students, faculty, and parents 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	ES8 1200 mL	FMX-20™ 2000 mL
PURELL® Soap Dispenser – White		7730-01	5230-06
PURELL® Soap Dispenser – Graphite		7734-01	5234-06
PURELL® CRT HEALTHY SOAP® Naturally Clean Fragrance Free Foam	✓✓	7770-02	—
PURELL® HEALTHY SOAP® Mild Foam	✓✓	—	5213-02

PURELL® Hand Sanitizer	Product Certification	ES1 450 mL	CS2 1200 mL	ES8 1200 mL	12 oz Bottle
PURELL® Hand Sanitizer Dispenser – White		—	4121-06	—	—
PURELL® Hand Sanitizer Dispenser – Graphite		—	—	7724-01	—
PURELL® ES1 Hand Sanitizer Dispenser Starter Kit – Graphite		4424-D6	—	—	—
PURELL® Advanced Hand Sanitizer Foam		—	—	7753-02	—
PURELL® Advanced Hand Sanitizer Green Certified Gel	✓✓	—	4163-08	—	—
PURELL MESSENGER™ ES8 Graphite Panel Floor Stand with Dispenser		—	—	7318-DS-SLV	—
PURELL® Advanced Hand Sanitizer Gentle and Free Foam	✓✓	—	—	7751-02	—
PURELL® Advanced Hand Sanitizer Gel		—	—	—	3659-12

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

PURELL® Professional Surface Disinfectant	32 fl oz	1 Gallon	Gallon Sprayer	110 ct
PURELL® Professional Surface Disinfectant	3342-06	4342-04	—	—
PURELL® Surface Sanitizer and Disinfectant Battery-Powered Sprayer	—	—	5350-04	—
PURELL® Professional Surface Disinfecting Wipes	—	—	—	9342-06

✓ Meets USDA Certified Biobased Product Standards

✓ Meets UL ECOLOGO® Standard for Hand Cleaner, UL 2784 or Hand Sanitizer, UL 2783

**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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