A CLEAN THAT HELPS BUILD CONFIDENCE

Inspire trust in your business through a Scientific Clean

As businesses of all types — from restaurants, hotels and retailers, to schools, universities and office buildings — work to re-establish loyalty, they’re recognizing that the game has permanently changed. Customers and employees have new, higher expectations — and cleaning is increasingly important in earning customer trust and advancing cleaner, safer practices.

A HIGHER LEVEL OF CLEAN

7 in 10 people say they remain MORE AWARE OF HYGIENE & SANITATION in business

95% want to see AS MUCH OR MORE cleaning practices EVEN AFTER THE COVID VACCINE is widely distributed

Ernst & Young says the largest consumer segment is HEALTH FIRST — making choices that PROTECT HEALTH BEFORE ANYTHING ELSE

A PARADIGM SHIFT IN THE UNDERSTANDING OF CLEAN

Meeting heightened expectations and earning customers’ trust today and in the future requires a fundamental shift in how organizations think about clean: from cleaning for appearance to cleaning for confidence.

4 KEYS TO HELP DELIVER A CONFIDENT CLEAN

1. Scientific Clean
   The clean that inspires confidence and helps reduce the risk of exposure to germs isn’t just any clean – it’s Scientific Clean. It’s a clean that disinfects — killing harmful pathogens like influenza, norovirus, SARS-CoV-2 and other viruses that cause the common cold.

   Independent Audit
   Customers trust expertise. An independent audit can help verify your business is using the right products — and following the right protocols — to help achieve a Scientific Clean.

2. The Right Protocols
   Using hospital and other sanitizers won’t automatically create cleaner spaces. You need to ensure your team is following the directions for use on the product label to help ensure effectiveness in addition to using products on the surfaces for which it was formulated.

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4. Proof of Commitment to Clean
   Appearances are still critical. First impressions on how a space looks and smells will drive customer confidence. Following best practices for cleaning for confidence will naturally produce spaces that look and smell exceptionally clean. But, you can go a step further by proactively communicating all that you’re doing to clean for confidence — through signage and communicating your commitment to clean.

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START BUILDING A MORE CONFIDENT CLEAN IN YOUR BUSINESS

See how Ecolab is helping achieve a confidence-inspiring, Scientific Clean through Ecolab Science Certified™, a comprehensive, science-based public health and food safety program designed to help give your employees and customers confidence that your operations are committed to advancing cleaner, safer practices.

ecolab.com/sciencecertified