

# 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<sup>1</sup>

**95%**

want to see  
**AS MUCH OR MORE**  
cleaning practices  
**EVEN AFTER THE  
COVID VACCINE**  
is widely distributed<sup>2</sup>

Ernst & Young says the  
largest consumer segment is  
**HEALTH FIRST**

- making choices that  
**PROTECT HEALTH  
BEFORE ANYTHING  
ELSE<sup>3</sup>**

## 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.**

### Cleaning for **APPEARANCE**

Relying on subconscious cues of clean

Does it look clean?

Does it smell clean?



### Cleaning for **CONFIDENCE**

Demanding clear proof of Scientific Clean

Has it been properly disinfected?

How can I be sure?

## 4 KEYS TO HELP DELIVER A CONFIDENT CLEAN

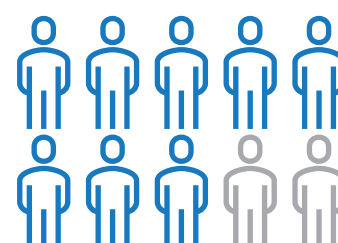
### 1 Scientific Clean

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.



**CLEANING & DISINFECTION  
OF HIGH-TOUCH OBJECTS  
IS THE #1 PRACTICE**

consumers want post-vaccine<sup>2</sup>

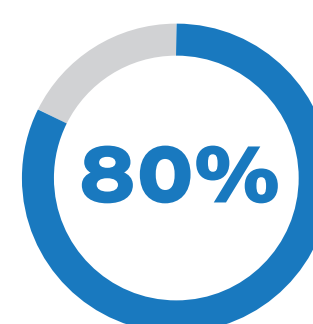


**8 in 10 CONSUMERS**

say they expect businesses to use  
**HOSPITAL DISINFECTANTS<sup>2</sup>**

### 2 The Right Protocols

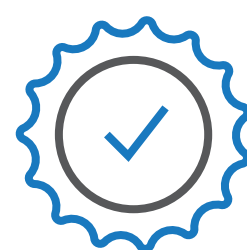
Using hospital and other sanitizers won't automatically create cleaner spaces. You need to ensure your team is following the directions for use on the product label to help ensure effectiveness in addition to using products on the surfaces for which it was formulated.



of consumers expect to see  
**STRICT CLEANING  
PROTOCOLS<sup>2</sup>**

### 3 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 in 3 CONSUMERS**

want to see businesses use  
**INDEPENDENT AUDITS  
TO VALIDATE CLEANING  
PRACTICES<sup>2</sup>**

### 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.



**85%**

of consumers say  
they want to see  
**VISIBLE PROOF  
OF CLEANING<sup>4</sup>**

1. [https://www.ey.com/en\\_gl/consumer-products-retail/how-to-serve-the-anxious-consumer-after-covid-19](https://www.ey.com/en_gl/consumer-products-retail/how-to-serve-the-anxious-consumer-after-covid-19)

2. "Post-Vaccine Consumer Attitude Study," January 5, 2021 (paid for by Ecolab)

3. [https://www.ey.com/en\\_us/consumer-products-retail/future-consumer-index-edition-3-getting-us-consumers-beyond-the-pandemic](https://www.ey.com/en_us/consumer-products-retail/future-consumer-index-edition-3-getting-us-consumers-beyond-the-pandemic)

4. <https://www.deloittedigital.com/content/dam/deloittedigital/us.html>

## 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](https://ecolab.com/sciencecertified)

