

What sectors or customer types typically need cleaning and hygiene solutions?



SC Johnson Professional serves a wide range of sectors that require robust cleaning and hygiene solutions. Dealers should target the following customer types to maximise sales opportunities:

1. Healthcare

- Hospitals, clinics, care homes
- High demand for hand hygiene, surface disinfection, and targeted hygiene programmes
- Products like Cutan InstantFOAM, Cutan Foam or Clear Foam, Cutan Restore, and the colour coded 7-step circle dispensers are essential.



2. Education

- Schools, nurseries, universities
- Focus on safe, child-friendly hygiene products and air care
- Universities favour our Proline Wave dispenser due to its sustainability accreditations.
- Required product range includes: foam soaps (Clear foam, Azure foam), InstantFOAM Sanitiser, and Glade Clean Linen air freshener & gel, Stokoderm UV protection products



3. Hospitality

- Hotels, restaurants, leisure facilities
- Need for high-performance cleaning and pleasant air care
- Foam soaps and InstantFOAM Sanitiser with Touch Free dispensers is ideal for this sector
- Brands like Mr Muscle, Toilet Duck, and Glade are widely used



4. Manufacturing & Industrial

- Factories, warehouses, workshops, construction sites, Food Manufacturing & Pharmaceutical
- Heavy-duty hand cleaners (e.g. Swarfega, Solopol, Solopol Lime) and occupational skin care (Protect and restore creams)
- UV protection is massively important for outdoor workers – the employer should provide this



5. Commercial Offices

- Corporate buildings, co-working spaces
- Emphasis on surface hygiene, hand sanitisation, and sustainability
- Products like Azure Foam, Clear Foam, Proline WAVE dispenser, Touch Free dispensers & Surface Disinfectants is the ideal range



6. Facilities Management & Janitorial Services

- Contract cleaners, building maintenance teams
- Need comprehensive solutions across all hygiene categories – foam soaps, InstantFOAM sanitisers, Proline WAVE dispenser, Quickview transparent dispensers



These sectors value SC Johnson Professional for its combination of efficacy, sustainability, and trusted brands.

