

What are the key product areas dealers should focus on (e.g. janitorial supplies, hand hygiene, surface cleaners)?



To effectively sell SC Johnson Professional UK products in the **cleaning and hygiene category** within the **office sector**, dealers should focus on these key product areas that align with workplace needs and compliance standards:

### 1. Hand Hygiene Solutions

- Foam soaps (e.g. Clear Foam Pure, Azure FOAM)
- Hand sanitiser cartridges (e.g. InstantFOAM Complete)
- Touch-free dispensers for high-traffic areas
- Proline WAVE™ – Eco-conscious soap dispensers made from 70% recovered coastal plastic



## 2. Surface Cleaning & Disinfection

- Surface disinfectants for desks, communal areas, and washrooms. Our Trusted Brands range is ideal for this informal surface cleaning. (Mr Muscle multi-surface, Method Rhubarb antibac spray)



- Multi-purpose cleaning chemicals tailored for office environments
- Products that support SC Johnson's Targeted Hygiene Programme, which combines essential products with educational materials to promote hygiene compliance

## 3. Air Care Systems

- Air fresheners and gels (Glade Clean Linen Gel) for maintaining a pleasant office atmosphere
- Ideal for reception areas, meeting rooms, and washrooms



## 4. Skin Care & Protection

- Occupational skin care products from the Deb Skincare range (e.g. hand creams, sun protection)
- UV protection Cream (SPF 30 & 50)
- Prework barrier creams and afterwork moisturising creams (Stokoderm & Stokolan cream, 1L cartridges & 100ml tubes)



These product areas not only meet hygiene standards but also support workplace wellness and sustainability goals. Dealers can boost sales by tailoring solutions to sector specific needs like shared workspaces, washroom traffic, and corporate ESG initiatives.