

We invited **SC Johnson Professional** to share their perspective on the **Cleaning & Hygiene** category.

As part of this Knowledge Hub feature, we posed a series of questions to SC Johnson Professional who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: [SC Johnson Professional](#)

Misconceptions & Barriers

1. “It’s just a consumer brand repackaged for business.”

- **Reality:** SC Johnson Professional is distinct from its consumer line. It includes specialised solutions like the *Deb* skin care range, *Swarfega* industrial hand cleaners, and targeted professional hygiene programs for workplaces.
- **Overcome it by:** Emphasizing the professional-grade formulations, certifications, and workplace-specific innovations (e.g., Proline WAVE dispenser made from 70% recovered coastal plastic).

2. “It’s more expensive than generic alternatives.”

- **Reality:** While some SC Johnson Professional products may have a higher upfront cost, they offer better efficacy, cost in use benefits, and sustainability benefits.
- **Overcome it by:** Highlighting the total cost of ownership e.g. concentrated formulas, reduced waste, water savings, cardboard & plastic reductions and fewer refills.

3. “We already have a hygiene supplier.”

- **Reality:** Many businesses stick with legacy suppliers out of habit, not performance.
- **Overcome it by:** Offering a **free site audit** or trial program. SC Johnson Professional offer audits and training materials to help customers reassess their hygiene strategy.

4. “We don’t need specialised skin care or UV protection.”

- **Reality:** Outdoor workers, industrial teams, and healthcare staff face unique risks—from skin irritation conditions such as dermatitis to UV exposure.
- **Overcome it by:** Educating clients on workplace-specific risks and offering SC Johnson’s **Sun Safety Programme** or **Targeted Hygiene Programme** to raise awareness.

5. “We’re not familiar with the product range.”

- **Reality:** SC Johnson Professional’s portfolio is broad and includes surface care, skin care, air care, and more.
- **Overcome it by:** Creating tailored product bundles or cheat sheets for different industries (e.g., office, education, healthcare, manufacturing).