



We invited **Metsa Tissue** to share their perspective on the **Cleaning & Hygiene** category.

As part of this Knowledge Hub feature, we posed a series of questions to Metsa Tissue 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: [Metsa Tissue](#)

Selling Strategy and Best Practice

Common Selling Mistakes to Avoid

In the washroom category, such as that serviced by Katrin, key points are:

- Do not rely on online only selling. This category is much more effectively sold with field based sales, service and support. Site surveys, product knowledge demos, trials, implementation support and strong supplier relationships form the consultative approach that builds trust and long term loyalty.
- Lead with value. Do not lead with unit price. Lead with value and cost in use (consumption, refills, labour time, callouts, complaints, downtime) and show why the proposed solution outperforms the incumbent. Where sustainability and supply reliability matter, evidence how your solution delivers both.
- Do not assume one size fits all. Different sectors, risk levels and footfall patterns need different formats and service models, driven by hygiene risk, user experience expectations and budgets.
- Do not skip discovery and the site walkthrough. Confirm throughput or peak times, current set up (for example dispenser estate), who cleans (in house vs FM), storage or delivery constraints and the real pain points before recommending products.
- Do not oversell variety. Too many overlapping SKUs create confusion, misuse and wasted spend. Aim to rationalise and standardise wherever possible, especially across multi site customers.
- Do not ignore system fit and user behaviour. The wrong format or dispensing mechanism can drive over consumption, blockages, runouts and complaints. Match system design to site layout, user flow and service routine.
- Do not underestimate implementation. Without a mobilisation plan (install or changeover, stocking or par levels, simple user guidance and a clear handover), trials can fail even when the products are right.
- Do not treat sustainability as a slogan. Avoid unsupported eco claims. Use recognised certifications, clear product data and practical waste reduction levers that customers can measure.

In the wider category and especially the chemical or cleaning product arena (not Katrin's area of product knowledge), things to note might include:

- Do not make vague compliance, safety or kills germs claims. Be precise, use current manufacturer evidence (SDS, test standards or authorisations where relevant) and escalate technical questions rather than guessing.



- Do not blur responsibilities. Customers own COSHH assessments and safe systems of work. Dealers should supply up to date SDS or technical data, practical usage guidance and a clear escalation route for high risk sites.
- Do not ignore continuity of supply and standardisation. Frequent product changes, substitutions or inconsistent specs across sites create complaints and training burden. Agree a standard and protect it with reliable availability and clear equivalents only when unavoidable.
- Do not disappear after delivery. Agree success measures (complaints, refill frequency, consumption or waste, labour time, callouts) and follow up to optimise the set up and lock in long term value.

Hints and Tips for Dealers Entering the Category

In the washroom category, such as that serviced by Katrin, key points are:

- Start with a simple, focused offer: define a core range and price architecture (for example with Katrin, you can choose Katrin or Katrin Plus) so customers can choose based on logic and standardise supply.
- Sell outcomes, not products: absorbent strong products like Katrin can deliver hygiene standards, user experience, fewer runouts, reduced waste and lower cost in use.
- Make site surveys your default: confirm footfall or peak times, current dispenser estate, refill routines, pain points, storage or delivery constraints and success measures before recommending.
- Start where the problems are most visible: washrooms and hand hygiene are usually key entry points.
- Prioritise controlled dispensing and standardisation: dispenser systems reduce consumption, improve availability and simplify multi site supply.
- Use short trials to lower switching risk and pair them with a mobilisation plan.
- Invest in enablement early: use manufacturer training (for example Katrin Academy), cost in use tools and sector case studies so your sales team can speak with confidence.
- Build matching bundles: conversations should include dispensers, refills, waste bins and servicing items.
- Treat it as a service, not a one off sale: schedule quarterly range reviews, track simple KPIs and protect standardisation.
- Be intentional on where you start: pick 1 or 2 priority sectors and tailor your value story.

Upsell and Cross Sell Opportunities

In the washroom category, such as that serviced by Katrin, opportunities include:

- Flexible tissue products that work in all dispensers but have been configured to deliver maximum value in the correct environment (such as Katrin's Freedom of Choice product range).
- Dispenser conversions: upgrading or standardising dispensers can improve hygiene, reduce waste and lock in repeat refill business. It represents a burden in time and inconvenience for customers, so it must be justifiable and should not be the start point.



- Refill optimisation: set agreed par levels, delivery cadence and a simple refill map per site or area. Move customers to fewer formats or SKUs where possible.

In the wider category and especially the chemical or cleaning product arena (not Katrin's area of product knowledge), opportunities include:

- Tools and consumables cross sell: microfibre cloths, mop heads or handles, colour coded systems, buckets, brushes, squeegees, floor pads and trigger bottles.
- Dosing and dilution control: dosing bottles, wall mounted dilution units, labelled bottles and measuring tools.
- PPE and safety: gloves, aprons, eye protection, masks, wet floor signs, barrier tape and spill kits.
- Waste management: matching liners to bin sizes, adding recycling stations or labels and clinical or hygiene waste items where relevant.
- Service wrap: site surveys, dispenser installation and maintenance, product training, toolbox talks and quarterly range reviews.

Quick Wins for New Dealers

- Run a simple washroom walkthrough (10 to 15 minutes): count dispensers, check condition, note runouts or complaints and confirm footfall or peak times.
- Do a range review to rationalise SKUs: replace a bit of everything with a small standard set.
- Set par levels and a simple replenishment routine to cut runouts.
- Fix the basics first: repair or replace broken dispensers, standardise keys and tidy placement or signage.
- Use targeted dispenser upgrades only where there is a clear issue.
- Offer a small, low risk trial and measure simple outcomes.
- Bundle to grow the order: tissue or soap conversations should naturally include dispensers, refills, bin liners, wipes or cloths and basic PPE.
- Lean on supplier support to move fast: use cost in use tools, product selectors and training (for example Katrin Academy).

Positioning Hygiene as a Value Adding Service

- Lead with outcomes and risk: position the category around hygiene standards, user experience, compliance or audit readiness and operational continuity.
- Prove cost in use, not unit price: quantify waste, refill frequency, cleaner time, callouts, complaints and downtime.
- Make the site audit the product: offer washroom walkthroughs and hygiene assessments, then deliver a short report with priorities and a simple implementation plan.



- Standardise and simplify: rationalise SKUs, align formats to areas or footfall and use controlled dispensing or dosing where appropriate.
- De risk switching: run small trials, manage mobilisation and provide short training or toolbox talks.
- Manage to KPIs: agree success measures and schedule quarterly reviews.
- Make sustainability measurable: use credible certifications and show reductions in consumption, packaging, waste volume and deliveries.