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

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Seasonal Sales Opportunities

There are several seasonal and recurring sales opportunities in the cleaning and hygiene category, especially when working with brands like SC Johnson Professional. These cycles align with both industry needs and public health campaigns, giving dealers strategic windows to boost sales.

Spring Cleaning (March–May)

- Businesses refresh facilities after winter.
- High demand for surface disinfectants, floor cleaners, and air care products. Our Trusted Brand's range of products is ideal for this. – Mr Muscle, Toilet Duck, Glade, Pledge, method.
- Marketing campaigns to encourage 'Spring cleaning' – SC Johnson are happy to share assets with dealers for them to use.

World Hand Hygiene Day (May 5th)

- Backed by the World Health Organisation, this is a major awareness event. Popular within the Healthcare industry.
- SC Johnson Professional often runs campaigns around this date.
- Time to push hand sanitisers, soaps, and dispenser (Cutan product range & colour coded dispensers)

Summer UV Protection (April - September)

- SC Johnson promotes UV safety for outdoor workers. – relevant for various sectors including – Construction, Education, Healthcare, Office, Transport & Logistics etc.
- Dealers can offer UV skin protection products in dispenser format or 100ml tubes. SPF 30 & 50.

Back to School / Office (August–September)

- Facilities restock for the new term or fiscal year.
- Emphasize hygiene kits for classrooms, offices, and washrooms.

Cold & Flu Season or Winter Skincare (October–February)

- Increased demand for antibacterial and virucidal products, for example Sanitisers, soaps.
- Promote surface cleaners and hand hygiene products.
- Restore creams are ideal products to push during the winter months as individuals skin gets dry/sore etc.