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

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Foundational Understanding

Understanding the Cleaning and Hygiene Category

The Cleaning and Hygiene category is an essential workplace category that covers both high repeat consumables (such as hand towels, toilet roll and soap available from the Katrin brand) and capital equipment needed to keep facilities clean, healthy, safe, and compliant.
For a dealer entering the category, the key thing to understand is that customers are not just buying products. They are buying essential but often unseen outcomes such as:

- Hygiene standards and infection control
- Health and safety and employee wellbeing
- Consistency and reliability of supply
- Lower total cost through cost in use (waste reduction, fewer refills, fewer issues)
- Legislative and compliance support (for example standards compliant products, right products in the right place, good user documentation)

In practice, that means the category spans everything from tissues and soaps (with corresponding dispensers) available from the Katrin range through to chemicals and PPE, trolleys, and floorcare solutions, all tied to the day to day running of a professional site.

Core Product Groups in the Category

Under janitorial supplies, hand hygiene, washroom products, a core set of products such as Katrin, are available, including:

1. Washroom and tissue systems Toilet tissue, hand towels or rolls, dispensers and refills (key for standardisation and cost in use) – the core of the Katrin branded consumables available from Metsa Tissue.
2. Hand hygiene Hand soaps, sanitisers and dispensers – Katrin products for this category, and matching the previous category mentioned above, are available from Metsa for soaps and sanitisers.

Other areas include:

- Cleaning chemicals (by task or area)
- Janitorial tools and consumables
- Floorcare
- Surface disinfection and infection control
- Waste management and recycling
- PPE and safety
- Carts, trolleys and dispensers (equipment)

Workplace Needs Driving Hygiene Purchasing

In a washroom or hygiene environment, such as those supplied by Katrin.

These include:

- Meeting hygiene expectations (staff, visitors and customers) in shared spaces such as washrooms, kitchens and reception areas
- Reducing illness, cross contamination and absence through good hand hygiene and correct washroom provisioning
- Cost control: reducing waste and total cost in use (controlled dispensing, fewer refills, less over consumption and pilferage)
- Workplace image and user experience: clean, well stocked washrooms that support employee satisfaction and visitor confidence
- Sustainability and ESG goals: lower waste, responsible sourcing and credible certifications

Some examples include:

- Facilities Management: washroom servicing to keep high traffic areas stocked (hand towels, soap, toilet tissue); standardising dispensers across multi site contracts to reduce callouts and improve cost in use
- Healthcare: infection prevention with robust hand hygiene and touchpoint cleaning; audit readiness with the right products, dispenser placement and documentation (for example COSHH or SDS availability)
- Education: term start deep cleans and replenishment after holidays; managing peak time throughput with controlled dispensing to reduce waste and blockages
- HoReCa: guest facing washrooms that protect brand experience (premium feel, no runouts); back of house hygiene routines supporting food safety and busy periods

Other industry factors include:

- Health and safety and wellbeing: maintaining safe, hygienic facilities and reducing slip or trip risk through effective cleaning routines
- Compliance and audit readiness (for example COSHH, industry hygiene standards, food safety or healthcare requirements)
- Operational continuity: avoiding runouts, complaints and downtime (reliable supply, standardised dispensers and refills)

Common Misconceptions for New Dealers

Misconceptions include:

- Thinking essential categories are always well funded. In reality, many sites treat washrooms as a cost to minimise unless there is a visible problem or compliance driver.
- Believing price matters more than performance. End users often care about reliability, experience, hygiene outcomes and total cost in use.

- Assuming it is just paper and soap. Dispensers, correct formats and positioning drive usage control, hygiene and user experience.
- Believing cheaper products save money. Hidden drivers include sheet count, absorbency, controlled dispensing, refill frequency, waste volumes and complaints.
- Assuming one system fits every site. Requirements vary by sector and setting. Katrin offers mix and match dispensers from small through to extra large.
- Treating it as a simple drop ship category. Dispenser installs, site surveys, changeovers and training can be the difference between success and failure.
- Thinking sustainability and compliance are optional. Certifications and responsible sourcing are required for tenders and audits.
- Assuming switching is easy. Existing dispenser estates and user habits create lock in, so conversions need a clear plan and value story.

How Demand Has Evolved

Demand has been broadly stable overall. It did spike during COVID, especially for hand hygiene and surface cleaning or disinfection, but has largely returned to pre pandemic norms since.

Longer term changes include:

- Higher baseline hygiene awareness
- More emphasis on efficiency and cost in use
- Increased focus on sustainability and ESG requirements

Katrin solutions from Metsa Tissue are designed to address all these concerns, with sustainability and hygiene at their heart and a focus on reducing complexity, delivering a flexible range, maximising usage and eliminating waste.