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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Customer Discovery and Needs Analysis

Key Information Needed to Recommend the Right Solution

Typically, in a washroom environment, before proposing Katrin, useful information includes:

- What type of site it is (sector, single site vs multi site) and which areas are in scope (washrooms, kitchens, production, offices, front of house)
- What the throughput or footfall is and when the peaks occur (shift patterns, seasonal spikes, event days)
- What is in place today: current products or formats, dispenser estate (types or condition) and how standardised it is across the site or sites
- Who does the cleaning (in house vs FM), what the routines or frequency are and how quality is checked (checklists, audits, complaints)
- Where the pain points are: runouts, over consumption, waste costs, odour, visible residue or streaking, re cleans or user complaints
- Any operational issues like blocked toilets or drains, bin overflow or excessive use or pilferage
- What sustainability requirements are driving decisions (certifications, recycled content, plastic reduction, waste reduction, reporting or ESG)
- What practical constraints exist (budget, storage space, delivery frequency, installation permissions, maintenance capability)
- How success will be measured (cost in use, refill frequency, complaint rate, audit score, time saved, waste volumes)

At Katrin we take a consultative approach. Our experienced and friendly sales teams will work to fully understand the customer's challenges before proposing solutions. This includes on site product demos, product trials and mobilisation support.

In a general cleaning context, other factors include:

- Key surfaces or materials (stainless steel, glass, porous floors, carpets, food contact surfaces) and any no go chemicals
- Compliance or risk requirements (COSHH or SDS needs, food safety, healthcare infection control, audit standards)

Identifying General vs Specialist Needs

In a washroom environment:

- Start with the environment and risk level: confirm sector, areas in scope and what success looks like

- Signals they are general: offices or light commercial, routine cleaning, low footfall, minimal incidents or complaints
- Signals they need sector specific solutions: infection control (healthcare), food contact hygiene (catering or HoReCa), safeguarding or robustness (education), strict service levels (FM contracts), or brand or guest experience (hospitality)
- Look for system needs: high footfall, frequent runouts, waste or pilferage, or mixed dispenser estate usually points to moving from loose consumables to a controlled dispensing system
- Next step: do a short site walkthrough, agree the priority outcomes (compliance, experience, cost in use), then propose one change with a small trial. Bring in manufacturer technical support for specialist or regulated environments.

At Katrin, we would always recommend an onsite audit and take a consultative approach. Our experienced and friendly sales teams will work to fully understand the customer's challenges before proposing solutions. This includes on site product demos, product trials and mobilisation support.

Factors Influencing Product Selection

- Type of site (sector, single site vs multi site) and areas in scope
- Throughput or footfall and peak times
- Current products or formats, dispenser estate and level of standardisation
- Who does the cleaning, routines or frequency and how quality is checked
- Pain points such as runouts, over consumption, waste costs, odour, residue, re cleans or complaints
- Operational issues such as blocked toilets or drains, bin overflow or pilferage
- Sustainability requirements (certifications, recycled content, plastic reduction, waste reduction, reporting or ESG)
- Practical constraints (budget, storage, delivery frequency, installation permissions, maintenance capability)
- Success measures (cost in use, refill frequency, complaint rate, audit score, time saved, waste volumes)

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Regulatory and Safety Standards Dealers Should Know

In a washroom environment, for Katrin for example, key standards include:

- ISO 9000 (quality) and ISO 14001 (environmental)
- Chain of Custody Certification (FSC and PEFC)
- Ecolabel (Nordic or EU Ecolabels)
- Independent sustainability certifications (for example Ecovadis)
- Third party verified data around carbon reporting

Metsa has all of these.

Another good certificate to look out for is Cleaning and Hygiene Suppliers Association (CHSA) Soft Tissue certification. The CHSA certifies and audits that what manufacturers say is in the box is what is in the box in terms of dimensions, weights and certificates. Katrin is also an active member of the CHSA.

In other product categories, CHSA certificates are still valid. Other considerations include chemical safety, labelling and documentation (most relevant for cleaning chemicals)

For example:

- COSHH (Control of Substances Hazardous to Health)
- UK CLP (Classification, Labelling and Packaging)
- UK REACH
- Safety Data Sheets (SDS)

If a product claims to kill or inactivate bacteria, viruses or mould, it may be classed as a biocidal product and must comply with:

- GB Biocidal Products Regulation (GB BPR)
- Efficacy standards such as EN 1276, EN 14476, EN 13697

Sector specific requirements may include:

- Food contact suitability
- Waste handling or disposal obligations
- Transport or storage requirements

Common Compliance Mistakes

In the washroom world:

- Not ensuring the supply chain is ethical and certified
- Not understanding fibre choices
- Not understanding the difference between paper folds and best fit dispensing mechanisms
- Not considering throughput and shift patterns
- Not considering drainage implications
- Weaker purchasing power if a common approach is not taken
- Reputational damage from washroom fails

Without full consideration, ESG strategies can be breached, dispensing systems can be put under duress, large amounts of paper can be wasted and waste levels can be high. Hygiene, costs and reputation can be at stake. Good manufacturer training, such as the Katrin Academy, can help.

In wider product categories:

- Not understanding responsibilities (for example COSHH)
- Not keeping a clear compliance paper trail
- Incorrect dilution and contact time
- Decanting into unlabelled bottles
- Unsafe use practices
- Poor storage and segregation

- Misunderstanding disinfectant compliance
- Incorrect disposal

Helping Customers Stay Compliant Without Overload

- Keep it practical and outcome led: give customers the minimum they need to use products safely and pass audits
- Make good use of on the go training materials
- Provide a simple compliance starter pack per site
- Translate technical detail into 3 to 5 plain language rules
- Reduce error by design: standardise SKUs and move customers to controlled dispensing or dosing
- Make audit readiness easy with simple folder structures
- Offer small training, often: toolbox talks and refresher training
- For disinfectants, keep it simple: confirm intended use area, required contact time and what the product is proven for
- Set clear boundaries: dealers support selection and documentation, customers own onsite risk assessments and implementation

Essential Documentation and Certifications

For paper products such as Katrin from Metsa Tissue, essential items include:

- ISO conformance (ISO 9000, ISO 14001)
- Chain of custody certificates (FSC or PEFC)
- Ecolabels
- Third party verified organisational certification such as EcoVadis

For other products:

- COSHH
- UK CLP
- UK REACH
- Safety Data Sheets (SDS)
- GB BPR
- Efficacy standards

Approaching COSHH Conversations

- Treat COSHH as a practical safety conversation
- Be clear on roles: customers own COSHH assessments, dealers supply SDS and clear use instructions
- Start with COSHH relevant discovery questions
- Offer a COSHH ready pack
- Reduce COSHH burden through smart selection
- Reinforce common control measures
- Know when to escalate to manufacturer technical support or the customer’s H&S lead