

Core Product Groups - Cleaning & Hygiene

Cleaning and hygiene covers a broad range of product families, and understanding these groups helps dealers navigate the category with confidence. While suppliers may specialise in different areas, most workplaces rely on a similar set of essentials to maintain hygiene standards, support employee wellbeing, and meet everyday operational needs.

Below is a clear, easy to read overview of the main product groups dealers will encounter.

Cleaning chemicals

Used for everyday cleaning tasks across all workplace environments. This group includes:

- General purpose cleaners
- Disinfectants and sanitisers
- Washroom and kitchen cleaners
- Floor care solutions
- Ready to use sprays and concentrates

These products help workplaces maintain clean, safe, and compliant environments.

Hand hygiene

A universal requirement across every sector. This group includes:

- Hand soaps and washes
- Hand sanitisers
- Dispensers and refill systems
- Closed cartridge solutions for hygiene and cost control

Hand hygiene is often linked to wellbeing, compliance, and workplace standards.

Washroom consumables

One of the most consistent areas of demand for dealers. This group includes:

- Toilet tissue
- Hand towels
- Facial tissues
- Washroom dispensers

These products form part of the everyday consumables basket that customers purchase regularly.

Janitorial tools and equipment

The practical tools used for day to day cleaning tasks, such as:

- Cloths and wipes
- Mops, buckets, and wringers
- Brushes and brooms
- Squeegees and spray bottles
- Colour coded tools for hygiene control

These items support routine cleaning and help maintain workplace standards.

Waste management

Products that support safe and efficient waste disposal, including:

- Refuse sacks
- Recycling bags
- Bin liners
- Bins and waste handling accessories

Waste is generated in every workplace, making this a natural companion category to cleaning and hygiene.

Specialist or sector specific products

Some environments require more tailored solutions, such as:

- Food safe cleaners
- Healthcare grade disinfectants
- Odour control products
- Colour coded systems for high risk areas

Dealers do not need deep technical expertise in every area, but knowing these products exist helps identify when a customer may need more specialised support.

How these groups help dealers build confidence

Understanding the main product families gives sales teams a clear structure for customer conversations. Most workplaces use a combination of these groups, and many customers appreciate guidance on:

- Standardising products
- Consolidating suppliers
- Choosing solutions that support hygiene and efficiency

This makes the category a strong foundation for building trust and long term customer relationships.

Support available when needed

If dealers ever need help understanding specific products, systems, or sector requirements, support is available through suppliers, catalogues, training materials, and experienced colleagues. This ensures sales teams can approach the category with confidence, even when specialist advice is required.

Key takeaway

Knowing the main product families helps sales teams feel more confident and better prepared. These groups form the foundation of most workplace requirements, making the category straightforward to discuss and easy to support.