

How to Position this Category - Personal Care & Wellbeing

Personal care and wellbeing products are most effective when positioned as part of a modern, well equipped workplace. They are not specialist items or niche additions. They are everyday essentials that support comfort, hygiene, and preparedness. Dealers can position this category confidently by focusing on practicality, relevance, and the growing expectations around workplace experience.

The aim is to help customers see these products as simple, meaningful additions that enhance the environment for employees and visitors.

Positioning it as part of workplace standards

Many organisations now view personal care and wellbeing products as part of maintaining a good standard of facilities. Dealers can position the category alongside cleaning, washroom, and breakroom supplies, rather than as something separate.

This approach helps customers see the category as:

- a natural extension of what they already provide
- a way to modernise existing facilities
- a practical step towards improving workplace experience

Framing it this way keeps the conversation grounded and familiar.

Focusing on everyday usefulness

The strongest positioning highlights how these products support people throughout the working day. Dealers can emphasise that these items are used regularly, appreciated by employees, and easy for workplaces to introduce.

This includes:

- products that help people stay comfortable and focused
- items that support long or active shifts
- essentials that people may need unexpectedly
- solutions that reduce small barriers in the working day

This keeps the category practical and relatable.

Connecting to wellbeing and inclusivity

Workplace wellbeing is now a priority for many organisations. Dealers can position personal care and wellbeing products as simple ways to support this, without overclaiming or making the category sound complex.

This might involve highlighting:

- how small provisions can improve comfort

- how inclusive workplaces provide essentials for everyone
- how these products contribute to a welcoming environment

This framing helps customers see the category as part of their broader people strategy.

Highlighting sustainability options

Sustainability is a growing consideration in workplace purchasing. Dealers can position reusable, low waste, or eco friendly personal care products as options that support environmental goals.

This can include:

- reusable or refillable products
- low waste alternatives
- biodegradable or compostable options

This gives customers choice and aligns the category with modern workplace values.

Reassuring customers about simplicity

Some customers may assume this category requires special handling or sensitive conversations. Dealers can position it as straightforward and easy to manage.

Reassurance can focus on:

- simple stocking and replenishment
- familiar product types
- easy integration into existing facilities
- flexibility to start small and expand if needed

This helps customers feel confident introducing the category.

Emphasising alignment with other workplace improvements

Dealers can position personal care and wellbeing products as part of broader workplace improvements, such as:

- refreshing washrooms
- updating shared spaces
- supporting hybrid working
- improving visitor experience

This helps customers see the category as part of a wider effort to modernise and enhance their environment.

What this means for dealers

Positioning this category well allows dealers to:

- broaden their offering naturally
- support customers with practical, meaningful solutions
- strengthen relationships by understanding workplace needs
- differentiate themselves through a more complete workplace approach

It reinforces the dealer's role as a partner who understands how workplaces are evolving.

Key takeaway

Personal care and wellbeing products should be positioned as everyday workplace essentials that support comfort, hygiene, and inclusivity. When framed as part of modern workplace standards, they become a simple, practical addition that helps customers create environments where people feel prepared, supported, and valued.