

Category Overview - Cleaning & Hygiene

Cleaning and hygiene has been a prominent and reliable category within workplace supplies for many years. UK dealers have long sold what was traditionally known as "janitorial" or "FM" products, and the category has continued to grow in relevance as workplaces place greater emphasis on cleanliness, hygiene standards and employee wellbeing. The need for effective cleaning and hygiene solutions is consistent across almost every type of organisation.

This category spans a wide range of everyday essentials - from cleaning chemicals and hand hygiene products to washroom consumables, waste management and basic janitorial tools. These items are used in offices, education, healthcare, hospitality, manufacturing, public sector environments and shared workspaces. Because they are required regularly and replenished frequently, cleaning and hygiene has become a dependable and repeat-purchase category for dealers.

Why this category matters for dealers

Cleaning and hygiene is not just an add-on; it is a core operational requirement for almost every workplace. Dealers who invest in this category often benefit from:

- Consistent, predictable demand across all customer types
- High repeat-purchase frequency, creating ongoing revenue
- Opportunities to strengthen customer relationships by supporting essential day-to-day needs
- Natural links into related areas such as hand hygiene systems, washroom paper, waste solutions and basic PPE
- The ability to support customers with a more complete workplace offering, rather than focusing solely on traditional categories

Cleaning and hygiene complements a dealer's existing range because it forms part of the everyday consumables basket that workplaces rely on. Customers who purchase cleaning essentials from a dealer are more likely to consolidate other routine consumables with them too, increasing overall share of wallet and strengthening long-term loyalty.

Why this category may feel more approachable for new starters

Compared with some diversification areas, cleaning and hygiene may feel more approachable for new sales professionals. Many of the products are familiar from everyday life, and the core concepts are straightforward, which can help new starters build confidence more quickly.

Where deeper technical knowledge is required - for example around formulations, compliance or sector-specific standards - support is available through supplier materials, training resources and product information. New starters do not need specialist knowledge from day one; they simply need a clear understanding of what the category includes and how customers typically use these products.

This combination of familiarity and accessible learning makes the category a practical entry point for those who are still developing their understanding of the wider workplace supplies landscape. The Hub is designed to help new team members quickly grasp the fundamentals - what the category includes, why customers buy these products and how to approach conversations confidently.

Where cleaning and hygiene fits within workplace supplies

Cleaning and hygiene sits at the intersection of workplace wellbeing, facilities upkeep and operational efficiency. It supports:

- Workplace safety and hygiene standards
- Employee comfort and experience
- The smooth running of high-traffic environments
- Sector-specific requirements in education, healthcare, hospitality and manufacturing

Because these needs are universal, the category naturally aligns with other consumable-led areas dealers already sell, such as washroom supplies, waste management, PPE and general workplace essentials. It forms part of the everyday basket that customers rely on, making it a strong foundation for long-term customer retention and a natural extension of a dealer's core offering.

Key takeaway

Cleaning and hygiene remains a fundamental, high-value category for workplace supplies dealers. It offers strong repeat business, broad applicability across sectors and a clear pathway for both experienced teams and new starters to build confidence and deliver meaningful value to customers.