

# New dispenser collection launched at The Cleaning Show

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**Kimberly-Clark Professional launched its Icon dispenser collection in the UK at The Cleaning Show last week.**

The innovative washroom solution is designed to bring game-changing hygiene levels, combined with a new standard of dispensing performance and human-centric experience, to deliver unmatched confidence that goes beyond simply dispensing paper towels.

The Icon portfolio showcases three system solutions for hand towels, toilet tissue and skincare, including soap and sanitiser.

To gain a better understanding of how people's attitudes towards hygiene and handwashing have shifted in the wake of the global Covid-19 pandemic, the company commissioned a survey conducted by GfK in Europe. The survey revealed perceptions of cleanliness alongside evolving hygiene habits, expectations, and standards, such as:

- 76% of people have had poor experiences with hand hygiene in public washrooms since the start of the pandemic.
- Almost half (46%) of respondents wash their hands more frequently than before the pandemic because they pay more attention to hygiene overall.
- 42% have experienced empty or improperly functioning paper towel dispensers, leading to frequent complaints.

In the wake of Covid-19, the survey results underline that now more than ever, washroom users need

reassurance that their hygiene, safety, and health are a top priority once they set foot in the washroom.

While most dispensers are designed around paper, the Icon collection is designed around the servicer, FM, and end-user – offering style, simplicity, cutting-edge technology, and a human-centric experience.

“Backed by teams of hygiene and innovation experts, the launch of the Icon dispenser demonstrates our commitment to delivering unmatched confidence in the washroom,” said general manager Craig Bowman. “As higher expectations of cleanliness become a lasting benchmark, we want to be a trusted provider of game-changing solutions for hygiene and safety for our users and choosers.”