

## Male incontinence bins – why only one bin can mean you're BOG STANDARD, writes phs Group's Kelly Greenaway

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In August 2024 [phs Group](#) launched the BOG STANDARD Charter – the minimum requirements we at phs Group and Prostate Cancer UK are asking organisations to install to support men with incontinence, many of whom have had prostate cancer.

Since the launch took place, we've seen other hygiene providers taking inspiration from phs Group's market-leading position in this space, offering their own 'male incontinence bin'. Imitation is of course, the sincerest form of flattery.

But – only one type of sanitary bin can be deemed as BOG STANDARD – the original bin created by phs Group in collaboration with Prostate Cancer UK and its supporters who need to use it.

Why is the phs Group x Prostate Cancer UK bin the only bin which meets the BOG STANDARD?

phs Group's bin is the only bespoke male incontinence bin on the market.

The bin was rigorously developed in partnership with Prostate Cancer UK, and several focus groups were held with Prostate Cancer UK supporters ahead of launching the Dispose with Dignity campaign in 2023.

The consultation with men who experience incontinence specifically led to the design of the bin, including its size and its usability.

In contrast to other bins on the market, phs Group's male incontinence sanitary bin is specifically designed

for incontinence waste. Other sanitary bins have been made with smaller period products in mind and just aren't fit for purpose. The purchase of one of these bins is well intentioned, but sadly will fall short for what men need them for.

When a man experiences incontinence, the volume of fluid that needs to be contained can be substantial – think of how many coffees you may drink in the morning, or a pint or two in the pub. Sanitary bins for periods products are smaller, because the volume of blood that needs to be captured is smaller, although it probably doesn't feel like that to those of us who menstruate.

Incontinence products are much bigger, and so the operating system of the bin needs to be much bigger, and the bin needs to be bigger. The phs Group male incontinence sanitary bin has been built to dispose of larger incontinence products including pads, pants, catheters and stomas. Any other bin on the market today hasn't been designed with these issues in mind.

phs Group is now in its second year of partnering with Prostate Cancer UK to raise awareness about prostate cancer and incontinence as a side-effect of life-saving prostate cancer treatment. We are committed to raising awareness of the issues men face, the isolation and loneliness they feel because their needs aren't being met in public spaces, and the need for early diagnosis. We promote Prostate Cancer UK's risk checker on all our communications and currently 1200 men have checked their risk as a part of the campaign.

Our campaign goes beyond sales, though we don't shy away from being open that bin sales make a difference to men with incontinence every day. Every organisation that purchases a male incontinence bin from phs is entered into a database (with permission) and the information is loaded into a male incontinence map, so that members of the public can search and locate a male incontinence bin when they're out in public. This function gives men piece of mind, and beyond this, means men become repeat customers at those businesses, because they feel loyal to organisations who support them.

Every Prostate Cancer UK x phs Group bin sold also includes a suite of resources and information like posters, social media posts and more. Each purchase also includes BOG STANDARD window plaques and certificates that organisations can use to educate their own customers and workforces about the importance of having bins, while customer can easily spot the plaques when out in public.

phs Group's male incontinence bins are more than just bins. They're a tool for awareness, inclusion and education, and they're the only bins that make your business BOG STANDARD.