

## **PROFORMULA DISINFECTANT BLOG**

### **Making Your Customers and Guests Feel Safe**

It's pretty clear the world has changed in 2020. Things we took for granted this time last year have been swept away and replaced with new concerns and uncertainties. Nowhere is this more true than for smaller and independent businesses in the hospitality sector. Across the board these have faced the severest of pressures caused by lockdown and customers' reluctance to dine out, celebrate, or take a break away from home.

Now that these businesses are, once again, starting to reopen they will want to protect and reassure their customers that they are providing a safe and healthy environment. This means they will have to enhance their existing cleaning and hygiene processes by adding new levels of disinfection to protect customers, guests, and employees against the virus that causes this dreadful illness.

To do this they need products which are above all effective because from this leads the best possible protection. But they also need products that are easy to use so that they can disinfect critical surfaces more frequently and visibly to create a safe environment. And they need products which their customers know and trust because these offer the highest levels of recognition and reassurance.

### **Using Products That Meet Disinfection Standards**

New Cif Alcohol Plus surface disinfectant and Cif 4in1 Washroom Cleaner are designed to help smaller and independent businesses meet these challenges. These professional Pro Formula formulations in well-known trusted brands meet the same rigorous standards required for disinfectants in healthcare and commercial settings. They are HACCP-approved and certified to the international EN14476 virucidal and EN1276 bactericidal standards. Products that meet the EN14476 standard are effective against a wide range of viruses including enveloped viruses, the type that causes Covid-19.

These standards are important because they show that a product will disinfect effectively against viruses and other bugs that can cause illnesses. The regulations covering commercial settings have been getting stricter. Even before the pandemic struck, food service and hospitality businesses were required to use cleaning products and disinfectants that were properly certified to meet specific standards and were suitable and effective in their intended applications.

Despite this, the rapid emergence of COVID-19 inevitably led to many new products being offered on the market. In the rush to meet the understandable demand, few of these had been tested to meet the all-important EN14476 virucidal standard. This created uncertainty because, in many cases, the claims made for products were backed with little or no proper evidence that they were effective against this new virus.

The new Pro Formula disinfectants remove any confusion. Unlike many of the alternatives they meet the EN14476 virucidal standard as well as the key EN1276 standard that covers bactericidal performance. Businesses can choose these products with the confidence that they will disinfect properly when used correctly.

The distinctive pack design reinforces each product's capabilities to offer maximum reassurance to customers, guests, and employees. It incorporates the trusted brand product name, a highly visible protective shield device with the virus and bacteria kill claim, and icons carrying the EN14476 and EN1276 numbers. There should be no doubt that the products offer the highest levels of protection and will be instantly recognisable.

### **Visible Cleaning Offers Greater Reassurance**

Progressive businesses understand that cleaning and hygiene can affect customer perceptions, behaviour, and reviews and recommendations. We know this from a number of studies. In food service, for example, research tells us that the cleanliness and tidiness of a dining area is the most important factor on perceptions for people when eating out. Over 60 per cent of guest reassurance is based on cleaning and disinfection.

Another study revealed that more than one third (37 per cent) of people who enter a dirty restaurant will leave immediately and a further 23 per cent will order but leave before completing their meal. The cleanliness of tables, including tablecloths, cutlery and floors were the three most significant factors in assessing the restaurant's cleanliness and hygiene. In hotels, almost seventy per cent of hotel guests say that cleanliness is the most important factor when making recommendations to friends and colleagues.

Similar patterns have been found in retail settings. Studies show that over half of people will buy less or nothing at all if they think a shop is dirty. Customers reduce their spend by an average of 45 per cent in supermarkets with a poor appearance. Around half of all customers won't return to an unclean store.

These studies show what progressive businesses already understand: customers and guests appreciate good hygiene and they are reassured by good appearance. The shift this year is that customers want the additional reassurance that comes from seeing cleaning and disinfection being completed frequently, in the right places, in front of them. They want reassurance that the business is making every possible effort to keep them safe.

For their part, businesses want to demonstrate that they are doing everything possible to create a safe and pleasant environment for their customers and guests. Cleaning tasks that might in the past have been done out of sight or after hours are now being carried out more frequently right in front of customers. Using products with effective performance in a brand that is instantly recognisable - and trusted - by customers and guests can make all the difference when reassurance is the priority. The benefits of using professional formulations are really clear.

None of this would matter if the products in question were difficult to use. Busy businesses want convenience and simplicity from their cleaning products. The new Pro Formula disinfectants meet this objective with their ready-to-use formulations in convenient spray bottles. There is no need to worry about mixing or preparing solutions - or the time it takes. Instead, the product is always ready wherever and whenever needed and at the right concentration for top performance and no wastage. This simplicity also means the products can be used with minimal training.

### **More About The Products**

Cif Alcohol Plus and Cif 4in1 Washroom Cleaner offer independent businesses additional professional-level disinfection capabilities to complement or replace existing food safety, washroom hygiene, and general cleaning processes. The distinctive pack design incorporates the trusted brand product names, a highly visible protective shield device with the virus and bacteria kill claim, and icons carrying the EN14476 and EN1276 numbers. The ready-to-use spray-bottle format means the products can be used wherever and whenever needed to make cleaning convenient and highly visible to customers and guests.

Cif Alcohol Plus is an alcohol-based surface disinfectant spray that is certified to the EN1276 bactericidal and EN14476 virucidal standards. It kills 99.99 per cent of viruses in 60 seconds and 99.999 per cent of bacteria, yeasts, and fungi in 15 seconds. It is HACCP approved, perfume-free and suitable for all types of hard surfaces including kitchen utensils, chrome, and stainless steel. It evaporates completely, leaves no residues, and needs no rinsing.

Cif 4in1 Washroom Cleaner combines disinfectant, detergent, descaler, and deodoriser in a single product that also meets the EN1276 bactericidal and EN14476 virucidal standards. It kills 99.99 per cent of enveloped viruses (including coronaviruses) in 60 seconds and 99.999 per cent of bacteria, yeasts, and fungi in five minutes. It is HACCP approved and can be used on all hard surfaces found in bathrooms and washrooms, including showers, baths, sinks, and chrome fittings. The product incorporates patented Odour Neutralising Technology (ONT) that chemically inactivates the molecules that cause bad smells.

### **Here To Support You And Your Business**

Pro Formula offers a complete set of support tools for busy independent businesses using Cif Alcohol Plus and Cif 4in1 Washroom Cleaner. This includes a unique set of online and offline user guides, wall charts, videos, training aids, compliance documentation, cleaning advice and other content.

The latest addition to this is a complete set of cleaning guides and other information designed to help businesses reopening after lockdown. This can be viewed and downloaded from the dedicated [www.proformula.com](http://www.proformula.com) website.

## **More About Pro Formula**

Cif Alcohol Plus and Cif 4in1 Washroom Cleaner are part of the Pro Formula range. These easy-to-use cleaning products meet demand from small to medium size businesses to complete routine and common problem-solving tasks quickly and economically with excellent results. The range combines professional formulations from Diversey with trusted brands from Unilever including Persil, Cif, Comfort, Domestos, and Sun. These have been developed by combining the insight, understanding and expertise of these respective industry leaders gained over decades of delivering highly effective cleaning and hygiene solutions. The result is an integrated and complementary set of products that meets the majority of any smaller business's requirements.