



How to make sure your customers spend more

“You never get a second chance to make a first impression”

“You always use the toilets when you are out shopping and [...] given two identical [shops] I think it would influence your decision”

From the research report on “Washrooms Behaviours” by the University of Surrey.

“I would go out and I would broadcast how dissatisfied I was, which wouldn’t be [...] good for business really”

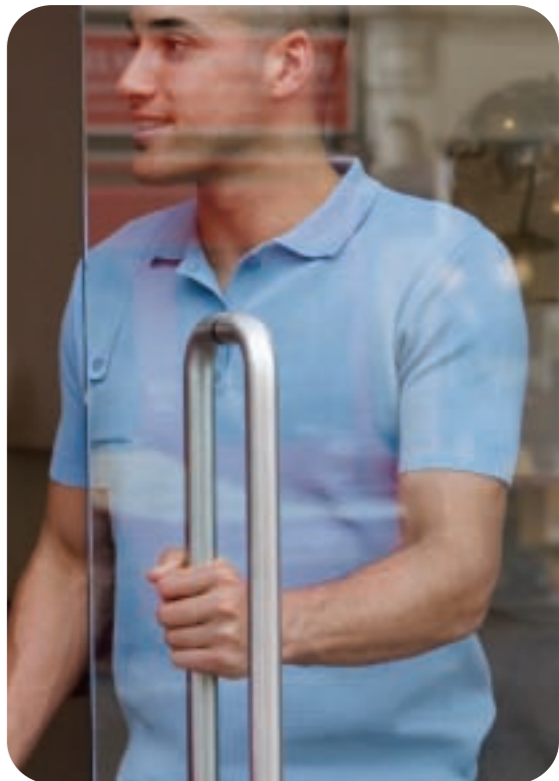
From the research report on “Washrooms Behaviours” by the University of Surrey.

The Initial promise
 We are committed to providing high quality services to keep users healthy by minimising their risk of exposure to the bacteria that are present in all washrooms. We take pride in delivering the highest levels of service to enable you to keep your washrooms looking good, thereby enhancing and protecting your reputation.

Why choose us?
 We offer a complete washroom service from the rental and maintenance of equipment to the provision of washroom supplies.

- Professional installation by our trained engineers
- Customised service agreements to suit your needs
- Dedicated account management
- Local and responsive service from a nationwide network of service centres
- Can help you comply with your hygiene and environmental duties under the relevant legislation

<p>The total washroom solution:</p> <ul style="list-style-type: none"> • Air care • WC and urinal sanitization • Cubicle hygiene • Feminine hygiene • Hand care • Hand drying 	<p>Specialist range:</p> <ul style="list-style-type: none"> • Baby changing • Hygiene monitor • No-touch • Metalskin <p>Additional services:</p> <ul style="list-style-type: none"> • Washroom vending • Washroom supplies • Hygienic floor mats
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Retail

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Sparkling washrooms attract more shoppers

The retail business is tough. Margins are tight and a squeezed economy means customers are more discerning than ever. So how can you make sure customers choose you over the store next door? It's not just the window displays that will attract people – research shows that hygienic washrooms and spotless floors are among the key criteria customers will use to judge your business. And did you know they could even be the reason they choose to shop with you instead of somewhere else?

At Initial we've been working with the retail industry for many years and have everything you need to give your customers a great washroom experience. Meet their demands with a clean, stylish, well-equipped washroom and pristine floors and your customers are likely to stay longer and spend more!



How to make your washroom as inviting as your shop



Air Care

Create the freshest smelling environment. With our effective range of odour neutralising and fragrancing systems, you can make unpleasant and smelly washrooms a thing of the past.



WC & Urinal Sanitization

Ensure ongoing protection and create a pristine washroom. This service offers round the clock hygiene protection and ensures your facilities are spotless and sweet-smelling at all times. Plus our innovative eco-clear service can even save money on your water bill.



Cubicle Hygiene

Address your customers' concerns about hygiene and touching the toilets. Combat their concerns with our compact Toilet Seat Sanitizer. Positioned close to the toilet tissue dispenser, each user wipes around the seat before use. Also usable on flush and door handles.



Feminine Hygiene

Offer the security of discreet, feminine hygiene disposal. Ensure you conform to your Duty of Care and provide your female customers with safe, secure and hygienic Feminine Hygiene disposal.



Hand Care

Give the reassurance of great hand washing and drying facilities to encourage everyone to wash their hands thoroughly. Our soap dispensers generate luxurious handwash to keep your customers and staff feeling clean and fresh, whilst roller towels and no-touch paper dispensers will dry their hands efficiently.



Washroom Supplies

Ensure your washroom users have all they need at all times. With a comprehensive range of washroom supplies on tap with highly efficient delivery, you can make sure you're fully stocked day and night.



Infant Essentials

Offer parents the convenience of baby changing. Our Infant Essentials range provides parents with changing tables and nappy disposal units for their little ones, as well as regular, efficient servicing.



No-touch

Provide the highest standards of cleanliness. Our pioneering no-touch range reduces the risk of cross-infection, as washroom users no longer have to touch surfaces that could harbour bacteria.

Why your entrance deserves as much attention as your displays



Making a good first impression can be the difference between a customer coming into your store or not. As 80% of the dirt in buildings comes in off the street on your customers' shoes, we have developed a highly efficient range of Optimat™ to ensure the entrance to your premises looks professional and clean at all times.



Our best selling Optimat™ Active is an extremely efficient mat specifically designed for high traffic areas. It removes dirt and water simply by walking over it and can "hide" up to six kilos of dirt and three litres of water, so it's ideal for places like the entrance to your premises. We replace each mat with a pristine new one every two weeks.



Make an entrance with Optimat™ Impact. These mats have all the benefits of Optimat™ Active and are custom made to your own design. You can either supply us with your artwork or choose from a wide range of colours to match your corporate style. To keep your image fresh, we replace each mat with a pristine new one every week.

If you would like more information on any of the services in this brochure, please call us on 0845 600 3090 or go to our website at www.initialwashrooms.co.uk

