

Initial

NEW
Signature
range

Your expert
hygiene partner
in the office





For more than 100 years, we have been helping our customers provide pleasant and hygienic office environments for staff, clients and visitors alike.

We understand that good hygiene is vital to the health of your business.

"Cleanliness and hygiene are not the same. Something can look clean, but not be hygienically clean i.e. germ-free"

"It shows our employer respects us and that he wants us to work in a safe environment"

Your business depends on good hygiene

Good hygiene is vital to the performance of your business and it applies to all areas of your premises, from washrooms and kitchen areas, to work spaces and storage areas.

Potential impact of poor hygiene

Poor reflection of your company's image

Absenteeism

Low morale and poor staff engagement

Reduced productivity

Increased "presenteeism", when employees attend work despite being sick and spread illness to others

People who are more concerned about hygiene are harder to impress. Your hygiene standards should aim to satisfy these end users

Hygiene hotspots



The lobby and reception areas create a first impression for visitors. Make it positive and it will reflect well on the whole working environment.

1 Reception/entrance

Door handles are a risk hotspot in reception and entrance areas, housing *Staphylococcus Aureus*, which can be transferred by surface to hand and from hand to hand. It can cause skin infections, food poisoning and respiratory diseases. Hand and surface sanitisers from Initial will kill germs and stop the spread of infection.



2 Corridors/common areas

High footfall makes corridors and common areas germ hotspots. *Bacillus subtilis* can affect the air quality, increasing risk for asthma sufferers. *Bacillus* can be transferred surface to hand, hand to hand and via respiratory droplets. Scenting products from Initial will help to maintain air quality levels.



3 Desks/meeting rooms

Door handles and desk surfaces are risk hotspots in meeting rooms, housing *Rhinovirus*. It is transferred from surface to hands and causes the Common Cold. Hand and surface sanitisers from Initial will stop the spread of germs.



4 Kitchen area

Food preparation surfaces in kitchens can be home to pathogenic strains of *E.coli*. It can be transmitted from surface to hand, hand to mouth or by infected food and can cause Gastroenteritis and urinary tract infections. Good hand washing and drying products will help to minimise risk.



5 Washrooms

Risk hotspots in the washroom include toilets, flush handles and cubicle handles. *Salmonella* and *Campylobacter* can be found in these areas, both cause Gastroenteritis. The germs are transferred from surface to hand; the spread of infection can be stopped with surface sanitisers and to let cleaners.





Hygiene challenges in your sector

- 1 50% men and 25% of women do not wash their hands after using the toilet
- 2 Contaminated hands can transfer germs to seven separate surfaces
- 3 The average desk has 400 times more bacteria than a typical toilet seat
- 4 A phone has over 25,000 germs per square inch
- 5 Germs can live on a surface for 48 hours

Research also shows that something as simple as regular handwashing or sanitising, can decrease illness by up to 50%.

"If the office and toilets are dirty I think my boss doesn't care about us"

Illness costs as much as
\$1,300
per employee per year

How Initial can help



Minor illnesses (such as colds, flu, stomach upsets, headaches and migraines) are by far the most common cause of short-term absence.

- Improving hygiene makes good financial sense**
- Lower absenteeism/presenteeism, so reduced additional cost for temporary cover, plus salary for staff who are not working
 - Improved staff morale and loyalty, so reduced recruitment costs
 - Improved productivity, so improved profitability

Let's work together

Hygiene facts and quotations are taken from the following sources: P Gerba, University of Arizona study; CIPD 2011; Verbatims from Singapore & European hygiene studies; British Council for Offices, 2004; Bean, B., Moore, B. M., & Sterner, B. (1982). Survival of influenza viruses on environmental surfaces. Journal of Infectious Diseases, 146 (1), 47-51; Chartered Institute of Personnel Development (CIPD), (2009). Annual Survey Report. Absence Management; Bean, B., Moore, B. M., & Sterner, B. (1982). Survival of influenza viruses on environmental surfaces. Journal of Infectious Diseases, 146 (1), 47-51; Dr. Charles Gerba (2002) "Germs in the Workplace" study, University of Arizona.

The Signature range

Quality as standard

The Signature range is designed with clean, graceful curves, offering products that deliver high standards of hygiene and blend effortlessly into any environment. Product quality throughout the range is of a consistently high standard and rigorous testing ensures reliability and robustness.

Hygienic and stylish design

Sleek and easy to clean

Reliable and robust

Intuitive and user friendly design



No touch lid
20 times more hygienic than a manual version

Antibacterial surface helps to reduce the spread of germs

Typical Rough Surface Initial Hygienic Surface

Hand Hygiene



Folded Paper Towel Dispenser

Available in standard and slimline sizes



Hand Sanitiser Dispenser * (1)

Viewing window for easy checking of sanitiser level



Soap Dispenser * (1)

Viewing window for easy checking of soap level

Washing and drying your hands after using the toilet reduces the number of bacteria by up to 80%.

Cubicle Hygiene



No Touch Feminine Hygiene Unit (22l)

Slim line and no touch lid



Jumbo Roll Toilet Paper Dispenser

Braking system to reduce paper wastage



Twin Roll Toilet Paper Dispenser

Available late 2013



Dual Sanitiser



Toilet Seat Cleaner

Waste Management



Nappy Wastebin (26l)

with modesty flap. Available late 2013



Wastebin (35l)

also available with closable lid and pedal

Air Hygiene



Air Fresh Spray

AromaGuard technology targets washroom malodours



Air Fresh Fan

AromaGuard technology targets washroom malodours

Aerosol free*

The Signature Range is also available in silver.

For a complete hygiene solution, we also offer our premium Reflection and Floor care ranges.

*Also available with Soap, Alcohol Sanitiser and Hair & Body Wash.

Tailored hygiene solutions

Our product packs are ranges designed to address the hygiene standards in a particular area of your premises.

Washroom Essentials



Soap Dispenser
Folded Paper Towel Dispenser
Air Fresh Fan

Image Pack



Air Fresh Aerosol
Soap Dispenser
Hand Sanitiser

"I do worry what visitors to the building must think seeing our kitchen when they leave, and I'm sure many of them are disappointed"

Cubicle Hygiene Pack



Twin Roll Toilet Paper Dispenser
No Touch Feminine Hygiene Unit
Toilet Seat Cleaner

"Good hygiene means nothing to hide, nothing but the highest standards"

Hygiene analysis

As part of our service, we offer a full hygiene survey of your premises. This allows us to identify:

- Risk areas within your premises
- Which hygiene measures are required
- The correct service packages for your needs

1 Scientific assessment of the nature and level of all hygiene risks, which could affect visitors or employees:

- Transmission of pathogens via surfaces
- Transmission of pathogens via air
- Contamination of raw/cooked food

Our hygiene experts use a number of methods to assess risk:

- Air sampling
- Swabbing of known risk areas throughout the building, including washrooms, kitchens, common areas, door handles, lift buttons etc
- Humidity checks
- Analysis of hand dryer speed and temperature

2 Assess your current hygiene provisions:

- Does everything function correctly?
- Are the current solutions delivering the maximum hygiene support?

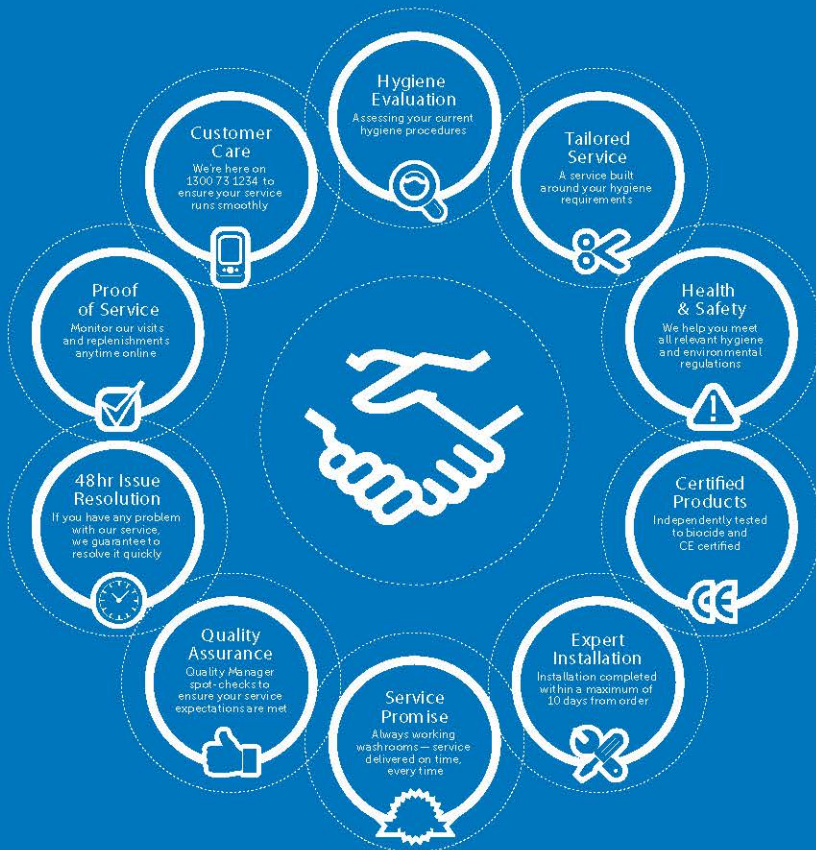
3 Build a profile of your site to establish:

- The number and nature of hygiene units required and where they should be sited
- The projected consumption of consumables, based on user numbers, patterns and gender
- The most suitable ranges to fit the needs and image of your business
- A tailored solution to your specific needs

During the survey, our hygiene expert will carry out a number of tests to build a full picture of your needs



Initial Service Promise



We are committed to keeping you healthy by providing high quality hygiene products and services that minimise your risk of exposure to bacteria and other infectious micro-organisms.

We take pride in delivering the highest levels of service to enable you to keep your organisation looking good, feeling healthy and most importantly, hygienic.

Why choose Initial?

At Initial we believe in the smart use of hygiene so you're covered in all key risk areas, not just in the washroom. Our broader approach will assist you in establishing good hygiene practice throughout your organisation, creating a healthier, more productive environment for everyone. You can choose from a convenient delivery of hygiene supplies to a complete rental maintenance service.

For more information about Initial visit www.initial.com.au or call 1300 73 1234