

The Unexpected Economics of a Well-Kept Restroom

Every Room Counts. Especially This One.

Research suggests half of customer complaints are restroom related.¹

We have a prediction. When complaint calls come your way, our guess is that much of the time, they involve the restroom.

Interestingly, when public restrooms are well maintained, the benefits go beyond reduction of complaints.

Customers say it communicates a perception of quality, safety and overall cleanliness, as well as influences their likelihood to return.²

Here are 3 simple ways to make your restroom work for your business – rather than against it.



Fixate on the Fixtures.

The costs of maintaining a restroom over the life of a facility far outweigh the costs of fixtures and dispensing equipment. The upfront investment can positively impact your image and moderate consumption in the long run.



High-capacity for higher satisfaction.

Imagine a world with fewer guest complaints related to empty dispensers. Then picture your janitorial staff making fewer unscheduled service trips. That's the rub of high capacity dispensers.³ They are designed for efficiency, aka, to keep everybody happy.



Go touchless.

Touchless helps control usage, resulting in reduced waste of supplies compared to traditional folded-towel dispensers.⁴ As an added benefit, touchless dispensers reduce the likelihood paper towels will be dropped and strewn across the floor – never a good look.⁵

By following these simple tips we'll make another prediction. The phone will continue to ring. But with any luck, they'll be fewer complaint calls, and more new business.

78%
of people
prefer touchless
dispensers.⁶

Where Style Meets Confidence
GP PRO Premium Restroom Collection

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1. Cleaning & Maintenance Management: Building Service Contractor Survey, 2014
2. Source: GP PRO Restroom Pain Points Research, 2015
3. Directions Research, Inc. April 2015
4. Cleaning Costs are Overlooked in Restrooms, Facilities.net, July 2012
5. Based on 3rd party lab tests of 59,460 dispensers with 89,460 towels at factory default settings.
6. Source: GP Consumer Soap and Dispenser Survey, Nov 2010



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