

# PURELL SOLUTION™ Product Guide

Insights and trends for sales success in key markets



GOJO, MAKERS OF PURELL™

# K-12

## Market Considerations

- Elevated Safety:** Schools are focusing on maintaining a clean, safe, and healthy learning environment for students and the community. In addition, with increased awareness of chemical sensitivities KDMs are looking for products without harsh chemical ingredients, added fragrances, or dyes.

- Operational Efficiencies:** Simplify with standardized hygiene programs, choose durable solutions to withstand vandalism and heavy use, and reduce labor through easy-maintenance products.

- Budget Concerns:** Stay within budget and make the most out of spending. Consider total cost, including health and safety, labor, product waste, and hard costs.



SCAN FOR MORE INFORMATION



**PURELL® CS4 Soap Dispenser – Graphite**

**Size:** 1250 mL

**Mfr. No.:** 5134-01



**PURELL HEALTHY SOAP™  
Mild Foam, Fragrance-Free**

**Size:** 1250 mL

**Mfr. No.:** 5174-04



**PURELL® FMX-20™ Hand Soap Dispenser – Graphite**

**Size:** 2000 mL

**Mfr. No.:** 5234-06



**PURELL HEALTHY SOAP™  
Mild Foam, Fragrance-Free**

**Size:** 2000 mL

**Mfr. No.:** 5213-02

# K-12

## Questions to Ask KDMs

- What are your top hygiene or health priorities?
- What are your main challenges to improve efficiency, reduce costs, and simplify processes? How often are checks and replacements performed? Are there understaffing concerns?
- Is there any misuse or vandalism observed?
- Connect with key decision-makers prior to a bid/RFP to understand their anticipated purchase timeline, budget, and procurement method.



**PURELL® ES10  
Hand Sanitizer Dispenser – White**

**Size:** 1200 mL

**Mfr. No.:** 8320-E1



**PURELL® ES10  
Advanced Hand Sanitizer  
Fragrance-Free Foam**

**Size:** 1200 mL

**Mfr. No.:** 8351-02



**PURELL® CS4  
Hand Sanitizer Dispenser – White**

**Size:** 1200 mL

**Mfr. No.:** 5121-01



**PURELL® CS4  
Advanced Hand Sanitizer  
Green-Certified Foam**

**Size:** 1200 mL

**Mfr. No.:** 5191-04



# Higher Education

## Market Considerations

### • Operational Efficiencies:

KDMs are seeking ways to optimize maintenance processes and drive standardization to reduce complexities amid constrained custodial staffing.

### • Innovation & Technology:

Decision-makers are looking to implement new solutions that create efficiency and improve experience.

### • Student Experience:

As colleges and universities compete for student enrollment, health/safety and facility image are priorities.

### • Advancing Sustainability:

KDMs are looking to suppliers for opportunities to advance sustainability goals, while remaining within budgetary confines.



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**PURELL® CS4 Soap Dispenser – Graphite**

**Size:** 1250 mL

**Mfr. No.:** 5134-01



**PURELL HEALTHY SOAP™ Mild Foam, Fragrance-Free**

**Size:** 1250 mL

**Mfr. No.:** 5174-04



**PURELL® FMX-20™ Hand Soap Dispenser – Graphite**

**Size:** 2000 mL

**Mfr. No.:** 5234-06



**PURELL HEALTHY SOAP™ Mild Foam, Fragrance-Free**

**Size:** 2000 mL

**Mfr. No.:** 5213-02

# Higher Education

## Questions to Ask KDMs

- What hand hygiene and surface disinfecting products are currently in use? Has feedback (good or bad) been received from students/staff pertaining to the products in use?
- Are your products standardized and functional (properly labeled, no broken/malfunctioning dispensers, etc.) throughout campus? Are they used correctly and in compliance with labeled use instructions, regulations, and training, especially for surface disinfectants?
- Have staffing shortages impacted your operations, and what steps are being taken to optimize processes and workflows?
- What sustainability goals and initiatives are you seeking to advance within your institution?



**PURELL® ES10 Hand Sanitizer Dispenser – White**

**Size:** 1200 mL

**Mfr. No.:** 8320-E1



**PURELL® ES10 Advanced Hand Sanitizer Fragrance-Free Foam**

**Size:** 1200 mL

**Mfr. No.:** 8351-02



**PURELL® ES4 Hand Sanitizer Dispenser – White**

**Size:** 1200 mL

**Mfr. No.:** 5020-01



**PURELL® ES4 Advanced Hand Sanitizer Gentle & Free Foam**

**Size:** 1200 mL

**Mfr. No.:** 5051-02



# Long-Term Care

## Market Considerations

### • Hand Hygiene Practices:

Alcohol-based hand rubs (hand sanitizers) are the recommended hand hygiene method in most clinical situations where hands are not visibly soiled. Hand sanitizer formulations must focus on skin health, efficacy, and aesthetics to encourage frequent use.

### • FDA Requirements:

The Food and Drug Administration (FDA) outlines specific requirements for hand sanitizers, needing them to show both broad spectrum efficacy and fixed levels of bacterial reduction on hands.

### • Operational Efficiency:

There's an increasing need for labor-efficient solutions, saving resources for when and where they're needed most.



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**PURELL® ES10**  
Hand Soap Dispenser – Graphite

**Size:** 1200 mL

**Mfr. No.:** 8334-E1



**PURELL ES10**  
HEALTHY SOAP™ with  
CLEAN RELEASE® Technology  
Fragrance-Free

**Size:** 1200 mL

**Mfr. No.:** 8385-02



**PURELL® ES4** Hand Soap Dispenser – Graphite

**Size:** 1200 mL

**Mfr. No.:** 5034-01



**PURELL HEALTHY SOAP™**  
Gentle & Free Foam  
Fragrance-Free

**Size:** 1200 mL

**Mfr. No.:** 5072-02

# Long-Term Care

## Questions to Ask KDMs

- Are you aware of the FDA requirements for hand hygiene?
- How do the FDA requirements impact your decision to choose a hand sanitizer brand?
- How does facility image impact your brand/product selection process?



**PURELL® ES10**  
Hand Sanitizer Dispenser – White

**Size:** 1200 mL

**Mfr. No.:** 8320-E1



**PURELL® ES10 Advanced**  
Hand Sanitizer Foam

**Size:** 1200 mL

**Mfr. No.:** 8353-02



**PURELL® Healthcare**  
Surface Disinfecting Wipes

**Fragrance-Free**

**Size:** 110 Count

**Mfr. No.:** 9340-06



**PURELL® Healthcare**  
Surface Disinfectant Spray

**Fragrance-Free**

**Size:** 32 fl oz

**Mfr. No.:** 3340-06



# Grocery

## Market Considerations

- Labor Efficiency:** Stores are dealing with rising labor costs, increasing demand for easy-to-use product solutions. With fewer workers, labor-efficient products become essential.

- Boosting In-Store Experiences:** With grocers facing fierce competition, the focus is shifting to give shoppers more reasons to visit grocery stores more frequently while emphasizing guest well-being and satisfaction.

- Safety Expectations:** Increasing in-store food offerings, including deli counters, bakeries, and ready-to-eat meal offerings, requires products and procedures to effectively prevent cross-contamination of surfaces and maintain adherence to all applicable food code regulations.



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**PURELL® FMX-20™**  
Hand Soap  
Dispenser – Graphite

**Size:** 2000 mL  
**Mfr. No.:** 5234-06



**PURELL HEALTHY SOAP™**  
Mild Foam, Fragrance-Free

**Size:** 2000 mL  
**Mfr. No.:** 5213-02



**PURELL®** Foodservice  
Surface Sanitizing Wipes

**Size:** 110 ct  
**Mfr. No.:** 9341-06



**PURELL®** Foodservice  
Surface Sanitizer Spray

**Size:** 32 fl oz bottle  
**Mfr. No.:** 3341-06

# Grocery

## Questions to Ask KDMs

- How are you evaluating the safety and effectiveness of your soap, sanitizer, and surface sanitizing products today? What are your criteria? What is most important?
- What customer/employee feedback have you received on your hand hygiene and surface sanitization products or protocols? What do you think could be improved?
- Could you describe your food safety protocols? What challenges, if any, do you experience during health inspector audits? Are your current products being used correctly and effectively doing the job?



**PURELL® CS4 Hand Sanitizer Dispenser – White**

**Size:** 1200 mL  
**Mfr. No.:** 5121-01



**PURELL® Advanced Hand Sanitizer Foam**

**Size:** 1200 mL  
**Mfr. No.:** 5192-04



**PURELL® DS360**  
High-Capacity Surface  
Disinfecting Wipes Station

**Size:** Pack of 1  
**Mfr. No.:** 9117-01-SURFW



**PURELL®** Surface Multi-Purpose Disinfecting Wipes

**Size:** 1200 ct  
**Mfr. No.:** 9103-02



**PURELL®** Body Fluid Spill Kit

**Size:** Pack of 1  
**Mfr. No.:** 3841-01-CLMS



# Airports

## Market Considerations

- Operational Efficiency:** KDMs are open to implementing innovative solutions and technology that drive labor efficiency and improve experience.
- Traveler Experience:** Improve traveler satisfaction and airport experience scores by providing a clean, safe, healthy environment. Consistent cleaning of high-touch areas and frequent public access to hand sanitizer and surface sanitizer products are core ways airports demonstrate their commitment to public health and generate a positive passenger experience.
- Sustainability and Diverse Spend:** KDMs are looking to diverse suppliers for opportunities to advance sustainability goals, while remaining within budget.



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**PURELL® ES10**  
Hand Soap Dispenser –  
Graphite

**Size:** 1200 mL  
**Mfr. No.:** 8334-E1



**PURELL ES10**  
HEALTHY SOAP™ with  
CLEAN RELEASE® Technology  
Fragrance-Free

**Size:** 1200 mL  
**Mfr. No.:** 8385-02



**PURELL® CX10** Automatic  
Counter-Mount Soap  
Dispenser - Chrome-Plated  
Metal

**Size:** 2000 mL  
**Mfr. No.:** 8940-01



**PURELL HEALTHY SOAP™**  
REDIFOAM™  
Fragrance-Free Foam Soap

**Size:** 2000 mL  
**Mfr. No.:** 8575-02

# Airports

## Questions to Ask KDMs

- How are your restrooms currently holding up to high traffic? Any challenges or trouble maintaining functionality? Have you experienced any recent staffing or budget constraints?
- How do you measure success in terms of airport experience? Net promoter scores or guest experience scores (traveler surveys)?
- What role does sustainability play in your procurement decisions?



**PURELL® ES10**  
Hand Sanitizer  
Dispenser – White

**Size:** 1200 mL  
**Mfr. No.:** 8320-E1



**PURELL® ES10 Advanced**  
Hand Sanitizer Foam

**Size:** 1200 mL  
**Mfr. No.:** 8353-02



**PURELL MESSENGER™**  
ES10 White Floor Stand  
with Dispenser

**Size:** Pack of 1  
**Mfr. No.:** 8220-DS-SLV



**PURELL®** Body Fluid Spill Kit

**Size:** Pack of 1  
**Mfr. No.:** 3841-01-CLMS



# Casinos

## Market Considerations

### • Guest Experience Expectations:

KDMs must navigate evolving guest expectations in an effort to build loyalty.

### • Operational Efficiency:

KDMs are likely facing labor challenges yet are still tasked with maintaining high service standards.

### • Innovation:

Updating technology to embrace data-driven optimization and predictive maintenance are desired, while staying within budget.



**PURELL® ES10 Hand Soap Dispenser – Graphite**

**Size:** 1200 mL

**Mfr. No.:** 8334-E1



**PURELL ES10  
HEALTHY SOAP™ with  
CLEAN RELEASE® Technology  
Fragrance-Free**

**Size:** 1200 mL

**Mfr. No.:** 8385-02



**PURELL® CX10 Automatic Counter-Mount Soap Dispenser – Chrome-Plated Metal**

**Size:** 2000 mL

**Mfr. No.:** 8940-01



**PURELL® HEALTHY SOAP™  
REDIFOAM™  
Fragrance-Free Foam Soap**

**Size:** 2000 mL

**Mfr. No.:** 8575-02

# Casinos

## Questions to Ask KDMs

- What role does guest perception play in your brand experience strategy?
- How are you currently managing service across a large facility? Are you currently facing any challenges with product waste or dispenser maintenance?
- Are you tasked with bringing new innovation/technology with a goal of increasing efficiency?



**PURELL® Hand Sanitizing Wipes**

**Size:** Individually Wrapped Wipes 1000 ct

**Mfr. No.:** 9021-1M



**PURELL® Body Fluid Spill Kit**

**Size:** Pack of 1

**Mfr. No.:** 3841-01-CLMS



**PURELL® Advanced Hand Sanitizer Gel**

**Size:** 2 oz Flip-Top Bottle

**Mfr. No.:** 9605-24



**PURELL® Surface Multi-Purpose Disinfecting Wipes**

**Size:** 1200 Count Refill

**Mfr. No.:** 9103-02



**PURELL® DS360 High-Capacity Surface Disinfecting Wipes Station**

**Size:** Pack of 1

**Mfr. No.:** 9117-01-SURFW



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# Foodservice

## Market Considerations

- Labor Shortages:** Operators are streamlining processes (fewer steps, faster solutions, and easier to implement) and doubling down on training to keep operations running smoothly. Easy-to-use and labor-efficient products are essential.

- Customer Experience:** Cleaning practices and protocols that are visible to guests play a role in shaping perceptions of a foodservice environment.

- Safety Expectations:** Guests expect foodservice establishments to prioritize food safety and maintain high standards of cleanliness by implementing appropriate protocols to mitigate the risk of germs.



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**PURELL® ES10 Hand Soap Dispenser – Graphite**

**Size:** 1200 mL

**Mfr. No.:** 8334-E1



**PURELL® HEALTHY SOAP™ with CLEAN RELEASE® Technology Fragrance-Free Foam**

**Size:** 1200 mL

**Mfr. No.:** 8385-02



**PURELL® ES4 Hand Soap Dispenser – Graphite**

**Size:** 1200 mL

**Mfr. No.:** 5034-01



**PURELL® HEALTHY SOAP™ Gentle & Free Foam Fragrance-Free**

**Size:** 1200 mL

**Mfr. No.:** 5072-02

# Foodservice

## Questions to Ask KDMs

- How are you evaluating the safety and effectiveness of your soap, sanitizer, and surface sanitizing products today? What are your criteria? What is most important?
- What guest or employee feedback have you received on your hand hygiene and surface sanitization products or protocols? What do you think could be improved?
- Are you encountering difficulties ensuring that surface sanitation products are utilized in compliance with product labels, food code regulations, and established training protocols?
- What challenges, if any, do you experience during health inspector audits?



**PURELL® Foodservice Surface Sanitizer**

**Size:** 1 Gallon Refill

**Mfr. No.:** 4341-04



**PURELL® Body Fluid Spill Kit**

**Size:** Pack of 1

**Mfr. No.:** 3841-01-CLMS



**PURELL® Foodservice Surface Sanitizing Wipes**

**Size:** 72 ct

**Mfr. No.:** 9371-12



**PURELL® ES4 Hand Sanitizer Dispenser White**

**Size:** 1200 mL

**Mfr. No.:** 5020-01



**PURELL® ES4 Advanced Hand Sanitizer Foam**

**Size:** 1200 mL

**Mfr. No.:** 5053-02



# Industrial

## Market Considerations

- Increase in Onshoring:** Companies desire more control over their supply chain and are more interested in opportunities to work directly with manufacturers and brands they know and trust.
- Labor Shortages:** Challenging job markets and business environments are affecting end-users. As a result, businesses are forced to consider how they can do more with less time and resources.
- Employee Well-being:** Labor shortages emphasize the importance of employee health, safety, and satisfaction. KDMs have a renewed focus on supporting staff member well-being.



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**PURELL® FMX-20™**  
Hand Soap  
Dispenser – Graphite  
**Size:** 2000 mL  
**Mfr. No.:** 5234-06



**PURELL HEALTHY SOAP™**  
Mild Foam, Fragrance-Free  
**Size:** 2000 mL  
**Mfr. No.:** 5213-02



**GOJO® PRO™ TDX™ Dispenser**  
**Size:** 2000 mL  
**Mfr. No.:** 7200-01



**GOJO® MULTI-GREEN®**  
Hand Cleaner  
**Size:** 2000 mL  
**Mfr. No.:** 7265-04



**GOJO® SUPRO MAX™**  
Hand Cleaner  
**Size:** 2000 mL  
**Mfr. No.:** 7272-04

# Industrial

## Questions to Ask KDMs

- How have labor shortages impacted your business? Are you looking for less labor-intensive solutions for potential cost savings?
- How do you currently purchase your commodities? Do you self-clean/contract cleaner/utilize textile model?
- Are you looking for better efficiencies, or turnkey, consolidated solutions?



**GOJO® Scrubbing Towels**  
**Size:** 72 ct  
**Mfr. No.:** 6396-06



**GOJO® HAND MEDIC®**  
ADX Dispenser –  
Chrome/Black  
**Size:** 685 mL  
**Mfr. No.:** 8782-06



**GOJO® HAND MEDIC®**  
Professional Skin Conditioner  
**Size:** 685 mL  
**Mfr. No.:** 8745-04



# A Trusted Partner

The PURELL® brand is known for world-class solutions and trusted when it matters most. Put simply — we make your facility look good.



**Scan the QR code or visit [GOJO.com](https://GOJO.com) for more information.**

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ENTERPRISE



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