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Restoring consumer confidence in the washroom

The Coronavirus has turned everyone's attention towards health and hygiene – with a particular focus on safety in the washroom.

Consumer perception of cleanliness and hygiene has had a major impact around confidence when considering returning to work or eating out. The washroom toilets are often the first or last place to be visited at any venue and represent one of the most important opportunities to give customers a positive experience.

To feel safe, consumers need to see – and smell – that the washroom is immaculately clean, but poor plumbing or maintenance, or an inadequate cleaning regime can lead to unfortunate odours which are unlikely to receive 5-star reviews. However, in urinals it is the actual minute-by-minute usage that can cause the biggest problem.

“P-Wave understands that cleanliness and hygiene are the most important aspects of managing any washroom and with the heightened awareness created by Covid-19, facilities managers need to action every option available to ensure safety and reassure employees and visitors,” said P-Wave® Sales and Marketing Manager Mark Wintle.

“We've been solving the most common hygiene issue in urinals for years, as randomly splashed urine causes a headache for cleaners, plus a bad smell and a reduction in hygiene standards. But there's something even more important at this unprecedented time. According to The World Health Organisation (WHO), Coronavirus can spread in an infected person's urine. This is called 'viral shedding', which means that if traces of contaminated urine become aerosolised and inhaled while using a urinal, the disease can infect others in the washroom¹. That's why P-Wave® has

delivered a new angle on splash prevention, coupled with a major step forward in urinal deodorising technology with the launch of its Slant6 urinal screen.”

The Slant6 urinal screen is available in six different popular fragrances and features a significantly higher ratio of fragrance load to plastic than most other screens, consistently outperforming many other products. It is easy to fit and features an ‘anyway-up’ design which ensures correct installation every time, while its unique angled bristle design keeps walls, floors and trousers dry.

“With the environment in mind, Slant6 uses less plastic, is 100% recyclable and contains the EcoPure additive for faster biodegradation, should it happen to find its way to landfill, all reinforcing why P-Wave® is a leading brand of urinal screen in the UK,” said Mark.

Minimising risk of contamination

In washrooms and throughout premises, door furniture is among the ‘most-touched’ of all hot-spots and is one of the fastest ways for infections and viruses to spread. A typical handle in a public toilet is home to up to 40,000 germs per square inch, and standard handles are among the largest carrier of healthcare associated infections.

Keeping surfaces clean can only ever be a temporary measure as each person who touches a door handle transfers new bacteria, which multiplies and spreads to other users. Traditional stainless steel or painted handles increase the spread of infections by providing an area for transmission to occur, creating more carriers.

“What if the door furniture was antimicrobial and anti-bacterial to the core, creating a permanent solution, which is effective against bacteria and viruses and continues to protect in between your standard cleaning intervals?” asks Mark Wintle. “P-Wave® is delighted to introduce the perfect solution, which is not only affordable, but also features an additive which lasts for the entire lifecycle of the product.”

Tested and proven effective against MRSA, E-Coli, Salmonella and Norovirus, P-Wave® Steri-Core silver ion technology door furniture features a high concentration of antimicrobial which is blended with the polymer during the manufacturing process and forms part of its molecular structure. This ensures that the silver ion technology is active all the way through to the core. Unlike coated products or films, even if Steri-Core handles become scratched or damaged, they will continue to kill pathogens effectively for the life of the product, and each handle has a 10-year manufacturer guarantee.

Patents have been granted for the range and independent tests prove that P-Wave® Steri-Core products are made from the world's only material clinically proven to kill the non-enveloped EPA FCA Strain F9 of Human Norovirus (ISO 22196:2011). P-Wave® is currently awaiting results of tests to prove that its Steri-Core products are also effective against Coronavirus, which – according to the American Chemistry Council – is an enveloped virus and easier to kill than non-enveloped viruses².

“P-Wave® Slant6 helps to restore confidence in the washroom and our Steri-Core handles not only provide a high level of protection against virus transmission, but also save money over many alternatives, avoiding the regular and costly replacement of antibacterial covers or films and their ongoing maintenance,” said Mark Wintle. “We are delighted to be making a positive, and affordable, contribution to keeping people safe.”

Ends



Slant6 from P-Wave® enhances safety, hygiene and the whole washroom experience by preventing splash-back.

1 <https://www.who.int/docs/default-source/coronaviruse/who-china-joint-mission-on-covid-19-final-report.pdf>

2 <https://blog.americanchemistry.com/2020/03/cbc-answers-your-questions-about-covid-19>

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Notes for editors:

About P-Wave

Founded in 2009, P-Wave® is a leading supplier of air fresheners. P-Wave® products are designed to enhance the user experience and improve overall hygiene standards.

Or visit: www.p-wave.co.uk