Driving Skin Care Success!
Agenda

• Why Rent Skin Care?
• PURELL Advanced
• Good / Better / Best program review
• Market Specific Selling
• Responding to Objections & Barriers
• Tools to Help You Sell
• GOJO Sales Incentive
Why Rent the Skin Care Category?

- **100%** of your customers have restrooms!

- **100%** of your customers can improve employee & patron well being by using PURELL Advanced Instant Hand Sanitizer and G&K hand wash.

- Dispensers build the value of your contract with your customers, and make it harder to drop G&K.

- Multiple product placement opportunities within each customer: Restroom soap & PURELL sanitizer

Huge Opportunity:

**80% of your customers do not rent skin care from G&K!**
G&K Goal

**Sales Teams:** Add GOJO® and/or PURELL® Hand Sanitizer to every New & Existing G&K Customer Contract you Write.

**Service:** Offer GOJO® and/or PURELL® evaluation to your customers.
The GOJO Difference

The Right Products for every G&K Market

Automotive & Manufacturing
- Restroom Handwash
- PURELL Sanitizer
- Heavy Duty Hand Cleaner

Hospitality
- Restroom Handwash
- PURELL Sanitizer

Healthcare
- Restroom Handwash
- PURELL Sanitizer

Government
- Restroom Handwash
- PURELL Sanitizer
- Heavy Duty Hand Cleaner

Maintenance
- Restroom Handwash
- PURELL Sanitizer
- Heavy Duty Hand Cleaner
The GOJO Difference

#1 Brands: GOJO and PURELL

Product Innovation:
• Touch less Dispensing
• Foam formulations
• PURELL Program

Improve your customers business:
• Eliminate messy restrooms
• Reduce absenteeism by reducing the risk of colds, flu, illness

making life better through well-being solutions
Why PURELL®?

- 80% of all illness is transmitted by hands: colds, flu, food borne illness and others.
- 25% of people do not wash hands after using the restroom!
- 46% who do wash do not wash long enough to be effective.
- CDC recommends alcohol based hand sanitizers as the preferred method of sanitizing hands.
- PURELL is the only hand sanitizer to meet germ kill requirements in a single 1.1mL dispense
Why PURELL®?

1=2

One squirt of PURELL = two squirts of all other competitors

• PURELL is the #1 instant hand sanitizer in the U.S. and Canada¹
• Preferred 4 to 1 over the nearest competitor²
• 94% of people want PURELL made available in public places²
• When I purchase PURELL hand sanitizer for my business, I feel:³
  – “I am making a quality and economical purchase”
  – “Good, I’m buying something they love”

Findings

- In vivo efficacies of 2 alcohol-based hand rub (ABHR) products (PURELL Advanced gel and foam) were evaluated at a volume of 1.1 mL
- Both met US FDA HCPHW Test log10 reduction requirements after a single application and 10 consecutive applications
- Well-formulated ABHR can meet US FDA efficacy requirements at a volume achievable with a single-dispenser actuation (ie, in-use volumes)
- It highlights the importance of both product formulation and dispenser output for determining ABHR efficacy
PURELL® Touch Free dispensing

- Lifetime Guarantee – including the batteries!
- Batteries will last ~ 5 years
- If the dispenser fails for any reason, GOJO will replace it at no charge!
<table>
<thead>
<tr>
<th>GK ISC#</th>
<th>GOJO Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7543-197-775</td>
<td>1920-04</td>
<td>PURELL LTX-12™ Dispenser - White/White – 4/1200 mL</td>
</tr>
<tr>
<td>7505-197-628</td>
<td>1905-02</td>
<td>PURELL Advanced Instant Hand Sanitizer Foam – 2/1200 mL</td>
</tr>
<tr>
<td>7515-921-655</td>
<td>2424-DS</td>
<td>PURELL Touch Free Floor Stand - Mineral Gray – 1 Each</td>
</tr>
</tbody>
</table>

**7515-921-655**
stand with **7543-197-775** dispenser

**Perfect for Coffee areas!**
Where to place PURELL®

- Offices: reception area, break rooms, coffee station, common areas
- Healthcare: Dr. & dental offices: reception, exam rooms, lab, break room, nurse stations, cafeteria
- Restrooms: inside, next to the door for use on exit

cafeterias / break rooms
coffee stations
restrooms
**SKUs:** Least # of SKUs while providing market coverage and allowing for value propositions for each market (i.e. Food service vs. HealthCare vs. general restroom)

**Margin management:** New dispensers provide better margins than previous systems.

**Delight your customers:** customers will be delighted with their new dispensers and formulas.
G&K’s Best

Customer benefits:
- Modern appearance
- Excellent dispenser reliability
- Premium Foam soap and hand sanitizer instead of liquid (consumer-preferred)

G&K benefits:
- Helps differentiate G&K from competitors
- “Best” = Premium Dispenser System Family!
- Simplicity for RSR’s & sales team
- Clearly defines “Best” vs. “Better” vs. “Good”
- Lifetime guarantee on Touch Free dispenser batteries

Customers want innovation!
## Restrooms: Wall Mount Soap Dispensers

<table>
<thead>
<tr>
<th>G&amp;K ISC#</th>
<th>GOJO Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7543-042-199</td>
<td>1919-04</td>
<td>GOJO LTX-12™ Dispenser – Black / Chrome – 4/1200 mL</td>
</tr>
<tr>
<td>7248-264-719</td>
<td>1912-02</td>
<td>GOJO® Antibac Plum Foam Handwash – 2/1200 mL</td>
</tr>
<tr>
<td>7518-042-199</td>
<td>8888-06</td>
<td>GOJO ADX-12 Dispenser - Black / Chrome – 6/1250 mL</td>
</tr>
<tr>
<td>7203-264-719</td>
<td>8812-03</td>
<td>GOJO® Antibac Plum Foam Handwash – 3/1250 mL</td>
</tr>
</tbody>
</table>
G&K’s “Better”

Customer benefits:
- Choice of Grey or Black dispenser
- Foam soap and hand sanitizer instead of liquid (consumer-preferred)

G&K benefits:
- Lower Rental rate

<table>
<thead>
<tr>
<th>G&amp;K ISC#</th>
<th>GOJO Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7500-201-655</td>
<td>2740-12-GEN00GY</td>
<td>G&amp;K TFX Touch-Free Foam Dispenser – Gray</td>
</tr>
<tr>
<td>7500-201-505</td>
<td>2730-12-GEN00GY</td>
<td>G&amp;K TFX Touch-Free Foam Dispenser – Black</td>
</tr>
<tr>
<td>7512-201-717</td>
<td>5662-02</td>
<td>GOJO TFX Premium Foam Antibacterial Handwash, custom-fill</td>
</tr>
<tr>
<td>7516-201-655</td>
<td>2720-12</td>
<td>PURELL TFX Touch Free Dispenser – Gray</td>
</tr>
<tr>
<td>7228-201-628</td>
<td>5592-02</td>
<td>PURELL TFX Instant Hand Sanitizer – Foam</td>
</tr>
<tr>
<td>7500-182-655</td>
<td>5150-06-GEN00GY</td>
<td>G&amp;K Manual-Touch Foam Dispenser – Gray</td>
</tr>
<tr>
<td>7241-182-715</td>
<td>5562-03</td>
<td>GOJO Luxury Foam Antibacterial Handwash, custom-fill</td>
</tr>
</tbody>
</table>
G&K’s “Good”

Customer benefits:
- Lowest rental rate

G&K position:
- “Street fighter”
- Liquid only = no foam products

<table>
<thead>
<tr>
<th>G&amp;K ISC#</th>
<th>GOJO Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7500-194-655</td>
<td>2130-06-GEN00GY</td>
<td>G&amp;K NXT Manual Touch Space-Saver Dispenser – Gray</td>
</tr>
<tr>
<td>7220-194-717</td>
<td>2117-08</td>
<td>GOJO® NXT Deluxe Lotion Soap with Moisturizers – Liquid</td>
</tr>
<tr>
<td>7200-194-715</td>
<td>2157-08</td>
<td>MICRELL® NXT Antibacterial Lotion Soap – Liquid</td>
</tr>
<tr>
<td>7516-194-655</td>
<td>2120-06</td>
<td>PURELL® NXT Manual Touch Space Saver Dispenser – Gray</td>
</tr>
<tr>
<td>7236-194-628</td>
<td>2156-08</td>
<td>PURELL NXT Instant Hand Sanitizer – Liquid</td>
</tr>
<tr>
<td>G&amp;K ISC#</td>
<td>GOJO Item #</td>
<td>Description</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------</td>
<td>-------------------------------------------------------</td>
</tr>
<tr>
<td>7540-968-655</td>
<td>9691-12</td>
<td>G&amp;K Manual-Touch Dispenser – Black</td>
</tr>
<tr>
<td>7240-968-655</td>
<td>7272-04</td>
<td>GOJO SUPRO MAX™ Heavy Duty Hand Cleaner</td>
</tr>
<tr>
<td>7240-968-975</td>
<td>7282-04</td>
<td>GOJO SUPRO MAX Heavy Duty Cherry Hand Cleaner</td>
</tr>
<tr>
<td>7514-968-975</td>
<td>7290-04</td>
<td>GOJO Cherry Gel Pumice Hand Cleaner</td>
</tr>
<tr>
<td>7204-968-675</td>
<td>7295-04</td>
<td>GOJO POWER GOLD® Heavy Duty Hand Cleaner</td>
</tr>
</tbody>
</table>
Market Specific Selling
Make a lasting difference

*Enhance your guest experience*

G&K skin care solutions

- Make a lasting guest impression
- Simplify maintenance
- Reduce operating costs

Providing PURELL to customers instantly conveys you care about their well-being

- 82% of guests agree that offering PURELL shows “this restaurant values me as a customer”
- 70% of restaurant guest cite cleanliness as the biggest factor affecting their recommendations to others.

GOJO foam soaps are an environmentally responsible choice.

- Washing with liquid soap uses 10% more water than foam formulations.

---

There is a Disturbing Rise in Healthcare-Associated Infections (HAI)\(^2\) are infections acquired after admission to a hospital or other healthcare facility

– Affect over 2 million patients annually
– Result in approximately 90,000 deaths each year or 250 deaths a day
– Are the 8th leading cause of death in the US
– Results in nearly $5 billion additional costs every year

\(^2\) The Centers for Disease Control and Prevention (CDC)
Build better compliance in Healthcare

- GOJO makes compliance easy
  - Clinically proven products people know, trust and want to use
- Delivery systems that help improve compliance

<table>
<thead>
<tr>
<th>G&amp;K ISC#</th>
<th>GOJO Item #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7543-014-775</td>
<td>1971-04</td>
<td>PROVON® LTX Touch Free Soap dispenser – White</td>
</tr>
<tr>
<td>7246-016-628</td>
<td>1942-02</td>
<td>PROVON LTX Antibacterial Foam Handwash, Triclosan, Unscented &amp; Dye Free</td>
</tr>
<tr>
<td>7246-021-560</td>
<td>1944-02</td>
<td>PROVON LTX Antimicrobial Foam Handwash, PCMX</td>
</tr>
<tr>
<td>7543-197-775</td>
<td>1920-04</td>
<td>PURELL LTX Touch Free Dispenser – White</td>
</tr>
<tr>
<td>7505-197-628</td>
<td>1905-02</td>
<td>PURELL LTX Instant Hand Sanitizer – Foam</td>
</tr>
</tbody>
</table>
CDC Healthcare Guideline: “An alcohol-based hand rub is the preferred method for hand hygiene in all situations, except for when hands are visibly dirty or contaminated.”

Why are Alcohol-Based hand rubs so great?
• Alcohol-based hand rubs (foam or gel) kill more effectively and more quickly than hand washing with soap and water.
• They are less damaging to skin than soap and water, resulting in less dryness and irritation.
• They require less time than hand washing with soap and water.
• PURELL Sanitizer is more accessible = dispensers can be placed wherever they are needed Vs. soap which must be at a sink.

How long will a PURELL refill last?
• 1200ml Refill = good for 20 people/month, using 3 times/day
How to Overcome Customer Objections and Barriers
“Alcohol dries the skin”
PURELL® contains 4 skin conditioners and emollients to moisturize the skin. The CDC recommends the use of alcohol-based hand rubs like PURELL because they are less irritating to the skin than routine hand washing.

“I buy sanitizer from a local store…”
Sell the benefits of the G&K Services bundle:
• One P.O.
• Dispenser replacement if needed
• Bottles can disappear, dispensers won’t
• “I’m here every week, will take care of it for you”
“I thought PURELL was for use where soap and water were not available.” Studies have shown that people are more likely to use a hand sanitizer when bundled with traditional soap in the restrooms. Recently, we have observed that placing the dispenser in the right location – inside the restroom, as close to the exit as possible – increases usage significantly, which can lead to increased well-being.

“If I add PURELL to the restroom, will people stop washing their hands?” Studies have found there is no affect on soap consumption when PURELL was placed at the restroom exit. This indicates that those who wash will continue to wash. Those who don’t won’t. But PURELL at the exit creates an additional opportunity to increase hand hygiene.
“I disagree with the idea that it stops the germs from leaving the restroom because people touch the door handle.”

• 1 out of 4 people who use the restroom do not wash their hands.
• 46% of people who do wash don’t wash long enough to be effective.
• Germs on hands are transferred to other surfaces throughout a building.

PURELL inside the restroom, as close to the exit as possible, is the perfect way to provide restroom patrons the best last chance to minimize the spread of germs before heading back to other common areas throughout the building.

“If I add PURELL to the restroom, won’t employees think my restrooms are less clean, not more?”

People like having PURELL available at the door so they can sanitize as they exit. Also, it is a common practice to grab a paper towel to open the door – which ends up on the floor. SO you will notice reduced paper waste and eliminate paper towels on the floor.

PURELL is also the #1 brand of instant hand sanitizer, the brand America knows and trusts.
Tools to Help You Sell
What to look for during your next service stop

1. Is there Hand Sanitizer in the lobby or front door welcoming their customers?

2. As you walk in the restroom, note if there is paper towel on the floor = if yes, offer PURELL to eliminate the mess.

3. Check their current dispensers:
   - Is the dispenser empty = offer your service
   - Does the dispenser work = offer to replace with new G&K touch free foam
   - Is the product liquid = People Prefer Foam!!!!
   - Is the dispenser manual touch = people prefer touch free!
   - Are the dispensers Bulk soap dispensers = G&K are sanitary sealed to prevent contamination.

4. Offer an evaluation:
   “G&K has great new touch free foam dispensers. I think your customers / employees would prefer them to your current systems. I would you evaluate them for a week at no cost – I will check back with you next week, you tell me what you think.”
**Offices:**

“We have a great product that will delight your customers = PURELL Instant hand sanitizer. It is perfect for your coffee area. Can I install a free dispenser so can evaluate it for a week?”

“We have the perfect product for your rest room = PURELL Instant Hand Sanitizer. Customers / employees appreciate having PURELL available to sanitize after using the restroom, and it will eliminate the paper towels on the floor. Can I install a free dispenser so can evaluate it for a week?”

**Hospitality:**

“Did you know the #1 guest complaint is a dirty restroom? We can help you keep your public restroom looking great = G&K touch free foam dispensers. Can I install a free dispenser so can evaluate it for a week?”

“Did you know that 25% of all bulk soap dispensers are contaminated? We can help you keep your public restroom looking great = G&K touch free foam dispensers. Can I install a free dispenser so can evaluate it for a week?”

“I can eliminate the mess on your sink / restroom counter: Let’s convert your drippy soap containers to G&K touch free foam dispensers. Can I install a free dispenser so can evaluate it for a week?”
**Manufacturing & Automotive:**

“We have a great product for your employees: PURELL Instant Hand Sanitizer. It keeps your staff healthy by reducing the spread of germs and illness (colds & flu). It is a great product for your break room or coffee area, or next to the time clock. Can I install a free dispenser so can evaluate it for a week?”

“G&K has a great heavy duty hand cleaner from GOJO: Supro Max. It completely removes difficult soils including adhesives and grease. Can I install a free dispenser so you can evaluate it for a week?”

“We have a great new product to help your staff stay healthy & productive = GOJO Scrubbing Towels. They are pre-moistened with GOJO hand cleaner so your staff can get clean after any job, wherever they are. Works without water to remove grease, tar, oil, dirt, grime, just about any soil. Would you like to try a canister?”
Assume the order with an either/or close:

“Which product would you prefer for your front office restrooms: An Antibacterial foam soap, Green Certified Foam soap or a regular foam soap?”

“What type of dispenser do you prefer: A touch free foam soap dispenser or a manual touch foam soap dispenser?”

“I recommend the GOJO Cherry Gel for the technicians that work in the maintenance shop and the SUPRO MAX™ for the plant restroom where your employees access many different types of soils. Would you mind if I place a sample of each product in both areas for the employees to evaluate the products?”
## Skin Care Core Products Guide

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Size</th>
<th>G&amp;R ISC #</th>
<th>GOJO Item #</th>
<th>Refills per Case</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LTX™ Touch Free Foam Soap</strong></td>
<td>1200 mL</td>
<td>734-042-150</td>
<td>919-04-GM00007</td>
<td>4</td>
</tr>
<tr>
<td><strong>Gel Touch™ Touch Free Soap Dispenser, Hand &amp; Face</strong></td>
<td>1200 mL</td>
<td>728-209-770</td>
<td>9812-02</td>
<td>2</td>
</tr>
<tr>
<td><strong>PREMIX™ Touch Free Soap Dispenser</strong></td>
<td>1300 mL</td>
<td>754-018-215</td>
<td>9812-03</td>
<td>4</td>
</tr>
<tr>
<td><strong>PREMIX™ Touch Free Handwash, Handwash, Gel, Unscented &amp; Dry Type</strong></td>
<td>1300 mL</td>
<td>728-032-225</td>
<td>9602-07</td>
<td>2</td>
</tr>
<tr>
<td><strong>FAS™ Touch Free Instant Hand Sanitizer</strong></td>
<td>1300 mL</td>
<td>748-101-165</td>
<td>9638-04</td>
<td>4</td>
</tr>
<tr>
<td><strong>FAS™ Touch Free Hand Sanitizer</strong></td>
<td>1300 mL</td>
<td>748-101-175</td>
<td>9638-04</td>
<td>4</td>
</tr>
<tr>
<td><strong>FAS™ Touch Free Hand Sanitizer, Foam</strong></td>
<td>1300 mL</td>
<td>755-159-025</td>
<td>9665-07</td>
<td>2</td>
</tr>
<tr>
<td><strong>ADAM™ Instant Touch Foam Soap</strong></td>
<td>1300 mL</td>
<td>751-942-150</td>
<td>8889-05-GM00007</td>
<td>6</td>
</tr>
<tr>
<td><strong>ADAM™ Luxury Foam Antibacterial Handwash</strong></td>
<td>1300 mL</td>
<td>728-264-770</td>
<td>9612-03</td>
<td>3</td>
</tr>
<tr>
<td><strong>ADAM™ Instant Hand Sanitizer</strong></td>
<td>1200 mL</td>
<td>751-159-150</td>
<td>8828-04</td>
<td>6</td>
</tr>
<tr>
<td><strong>ADAM™ Instant Hand Sanitizer, Foam</strong></td>
<td>1300 mL</td>
<td>751-159-150</td>
<td>8828-04</td>
<td>6</td>
</tr>
<tr>
<td><strong>RFAS™ Instant Touch Free Instant Hand Sanitizer</strong></td>
<td>15 oz Canister</td>
<td>715-035-775</td>
<td>9508-11</td>
<td>13</td>
</tr>
<tr>
<td><strong>RFAS™ Instant Foam Soap</strong></td>
<td>15 oz Canister</td>
<td>715-035-775</td>
<td>9508-11</td>
<td>13</td>
</tr>
<tr>
<td><strong>TPE2™ Touch Free Foam Soap</strong></td>
<td>1300 mL</td>
<td>750-201-605</td>
<td>2785-12-GM00007</td>
<td>12</td>
</tr>
<tr>
<td><strong>GEM® Touch Free Hand Sanitizer</strong></td>
<td>1300 mL</td>
<td>751-201-705</td>
<td>9630-04</td>
<td>12</td>
</tr>
<tr>
<td><strong>GEM® Touch Free Hand Sanitizer, Antibacterial, custom fill</strong></td>
<td>800 mL</td>
<td>751-201-717</td>
<td>9662-07</td>
<td>2</td>
</tr>
<tr>
<td><strong>PPM™ Touch Free Instant Hand Sanitizer</strong></td>
<td>1300 mL</td>
<td>736-201-605</td>
<td>2120-12</td>
<td>12</td>
</tr>
<tr>
<td><strong>PPM™ Manual Touch Free Soap</strong></td>
<td>1300 mL</td>
<td>736-182-605</td>
<td>9130-04</td>
<td>6</td>
</tr>
<tr>
<td><strong>PPM™ Manual Touch Free Soap, Hand &amp; Face</strong></td>
<td>1300 mL</td>
<td>736-182-605</td>
<td>9130-04</td>
<td>6</td>
</tr>
<tr>
<td><strong>PPM™ Luxury Hand Antibacterial Handwash, Custom Fill</strong></td>
<td>800 mL</td>
<td>728-161-717</td>
<td>9642-03</td>
<td>3</td>
</tr>
<tr>
<td><strong>PPM™ Manual Touch Free Instant Hand Sanitizer</strong></td>
<td>1300 mL</td>
<td>751-182-225</td>
<td>9630-04</td>
<td>6</td>
</tr>
<tr>
<td><strong>PREMIX™ Touch Free Hand Sanitizer, Handwash, Gel, Unscented &amp; Dry Type</strong></td>
<td>1300 mL</td>
<td>728-032-225</td>
<td>9602-07</td>
<td>2</td>
</tr>
</tbody>
</table>

For additional product information, please contact GOJO.

Distributor: GOJO Industries, Inc. All rights reserved. 4/12/12 GOJO1103.
Need Assistance?

Online: GOJO.com
Email: robbinsL@gojo.com
Call: (330) 255-6424

Available to all G&K Services Associates.