



Cleaning and hygiene trend report 2021.

All the latest in cleaning.

The importance of effective workplace cleaning procedures has never been more pressing than now. As we move into 2021 still managing the pandemic, focus continues to be on increased and effective cleaning to keep people safe and prevent the spread of bacteria. We spoke to our Health, Hygiene and Safety experts and outlined some top trends we see emerging in 2021.

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TREND 1: The rise of eco-conscious cleaning.

A key trend this year is the increased demand for environmentally friendly cleaning products. With growing concerns around the climate change crisis, the Australian Government has set a target to cut emission from 26 per cent to 28 per cent by 2030. With nine in ten Australians concerned about environmental sustainability, the importance of more sustainable actions and operations grows among individuals as well.¹

A recent survey revealed that Australians believe businesses and brands should be more responsible for their impact on the environment. With 71 per cent of consumer and 77 per cent of business respondents stating a willingness to pay a premium for environmentally sustainable products, it's clear Australians are willing to support the cause, even at a greater cost.²

¹ Sustainability Matters, 2018, "Nine in 10 Australians concerned about sustainability: survey", <https://www.sustainabilitymatters.net.au/content/sustainability/news/nine-in-10-australians-concerned-about-sustainability-survey-636648150>



TREND 2: Mastering surface cleaning is key to prevention.

Researchers at the CSIRO, Australia's national science agency, have discovered new information regarding the survivability of SARS-CoV-2, the virus responsible for COVID-19. They found that the virus can survive for up to 28 days on common surfaces including banknotes, glass and stainless steel. Other findings reveal that the virus:

- Survived longer at lower temperatures
- Tended to survive longer on non-porous or smooth surfaces such as glass, stainless steel and vinyl, compared to porous complex surfaces such as cotton
- Survived longer on paper banknotes than plastic banknotes³

With these findings, surface cleaning will remain a key priority. A common mistake in surface cleaning is spraying and wiping the surface too quickly before the product has time to kill germs. Always read the instructions and labels on the product to understand how long they should be left on the surface to be effective. If you want to ensure that your surface is really clean, please read our cleaning advice.



TREND 3: New cleaning terminology.

The pandemic has prompted the need for standardised terminology and practices of “deep cleaning” in the commercial cleaning industry.

This arises as a result of fear surrounding the efficacy of “deep cleans”, also known as detailed cleaning or infectious cleaning, against the spread and contamination of COVID-19. As opposed to regular cleaning, deep cleaning is understood to refer to the larger scale and intense process of sanitising and disinfecting surfaces and high touch points.

According to the Australian Department of Health, routine environmental cleaning is divided into two groups:

- Frequently touched surfaces including door handles, bedrails, tabletops and light switches
- Minimally touched surfaces such as floors, ceilings, walls and blinds

“Terminal cleaning” is a complete and enhanced cleaning procedure that decontaminates an area following the discharge or transfer of a patient with an infectious or communicable disease. This is also referred to as an “infectious clean”. The Australian Department of Health states that terminal cleaning requires both thorough cleaning and disinfection for effective decontamination.⁴

⁴INCLEAN Magazine, 2020, “Industry calls for standardised practice amid COVID-19”, <<https://www.incleanmag.com.au/industry-calls-for-standardised-practices-amid-covid-19/>>



TREND 4: Single use hand towels preferred.

Single use hand towels are likely to remain the preferred choice in washrooms as discussions surrounding the hygienic benefits of towels as opposed to hand dryers continue.

Research indicates that single-use towels are the more superior hand-drying method when it comes to controlling the spread of infection. Single-use towels consistently outperformed electric hand dryers regarding bacteria count on palms and fingertips. Here are the findings:

- Drying your hands with a single-use hand towel reduces germ count by up to 76 per cent
- Jet air dryers increase germ count by 42 per cent and hot air dryers increase germ count by 194 per cent
- Hand towels capture the germs whilst other systems blow them up to two metres back into the washroom
- Floors tested under the drying systems were found to have on average a bacterial count 20 times lower than a jet air dryer
- On average the user of a jet air dryer is likely to be exposed to over 1000 times more micro-organisms than the user of a hand towel dispenser⁵

⁵Huang C, Ma W, Stack S, "The Hygienic Efficacy of Different Hand-Drying Methods: A Review of the Evidence," Mayo Clin Proc, 2012; 87(8): 791-798.



Best practices for your business.

Prioritising hand hygiene

Hands are the main route for personal infection and the spread of pathogens. Prioritise and emphasise regular handwashing and ensure mounted dispensers and free-standing hand hygiene stations offer alcohol-based hand sanitiser.

Effective hand sanitisers – 60 per cent alcohol content or more

Be cautious of products that have rushed to market on the back of the pandemic. Effective products will carry recognised standards to prove their efficacy. The Therapeutic Goods Administration (TGA) recommends an alcohol content of 60 per cent minimum, however 70 per cent or higher are preferred.

Using the right cleaning products

Preferably use hospital grade disinfectants that are approved by the TGA for use against SARS-CoV-2. These disinfectants use technologies like Accelerated Hydrogen Peroxide (AHP), which are safer for people and surfaces while still retaining their efficacy against pathogens and bacteria.

Conduct hand contact surface disinfection

As previously discussed, the SARS-CoV-2 virus can remain on surfaces for several days on common surfaces. Thorough and frequent disinfection of high contact surfaces is crucial in significantly lowering the risk of transmission.

Purchase from trusted suppliers

Avoid buying uncertified products from unfamiliar online sources as these products are not guaranteed to provide an effective clean. Find a trusted supplier that can offer expert advice and provide the right products for your needs.



Site surveys

Ensure you have all your COVID-19 safety precautions covered through the help of a thorough site survey conducted by health and hygiene specialists.

Winc's specially trained Health, Hygiene and Safety (HHS) Specialists can support you with a free virtual site survey* to help identify areas of risk in your workplace.

How it works

Our HHS Specialists will conduct a thorough assessment of your facility via online conferencing and ask you a series of questions to gain a better understanding of your unique business needs. We will then evaluate your organisation's current processes, equipment, and safety measures against industry best practice and HHS workplace regulations. Based on the online site assessment, you will receive a report highlighting any areas that need improvement, as well as recommendations for the correct processes and procedures to ensure your facility is fully equipped.

[Click here](#) to find out more or speak to your Account Manager.

*Health, Hygiene and Safety Surveys are currently only available to existing Winc customers located within metropolitan areas. Applications for a survey will be assessed on a case-by-case basis.

References

¹² Sustainability Matters, 2018, "Nine in 10 Australians concerned about sustainability: survey", <<https://www.sustainabilitymatters.net.au/content/sustainability/news/nine-in-10-australians-concerned-about-sustainability-survey-698649130>>

³ Erbs, C., 2020, "CSIRO scientists publish new research on SARS-COV-2 virus 'survivability'", <<https://www.csiro.au/en/News/News-releases/2020/CSIRO-scientists-publish-new-research-on-SARS-COV-2-virus-survivability>>

⁴ INCLEAN Magazine, 2020, "Industry calls for standardised practice amid COVID-19", <<https://www.incleanmag.com.au/industry-calls-for-standardised-practices-amid-covid-19/>>

⁵ Huang C, Ma W, Stack S, "The Hygienic Efficacy of Different Hand-Drying Methods: A Review of the Evidence," Mayo Clin Proc, 2012; 87(8): 791-798.

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