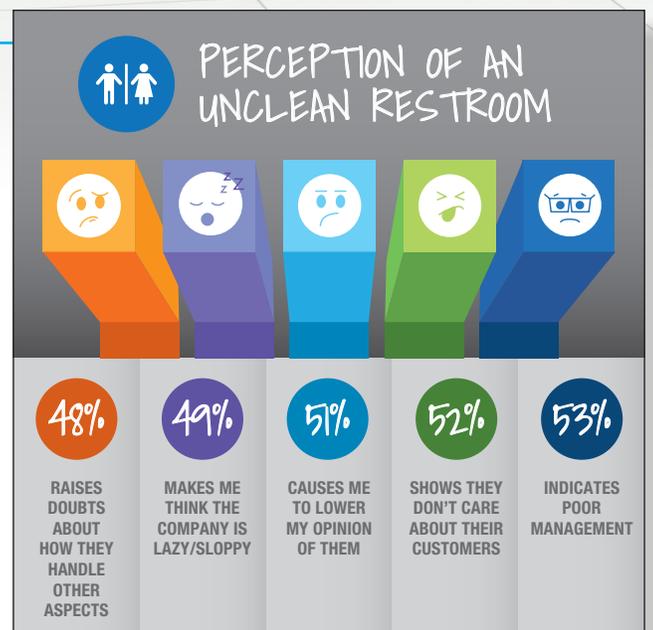


HOW YOUR RESTROOMS AFFECT YOUR BOTTOM LINE

Sometimes the restroom is an afterthought for a business, way down on the list of important things that need to be taken care of. However, our research shows that if your restrooms aren't at the top of the list, it could be costing you money.

68% OF AMERICANS have suffered a particularly unpleasant experience in a public restroom due to the condition of the facilities. That's bad news for businesses since Americans say they judge establishments based on the state of their restrooms. Over half of Americans perceive that a business with unclean restrooms has a poor management team.



In addition, **56% OF AMERICANS** are unlikely to return to that business where they encountered an unclean or unpleasant restroom and 26% say they would leave without purchasing what they came for. Unclean restrooms result in losing today's sale and future business.

BIGGEST AGGRAVATIONS IN PUBLIC RESTROOMS



ARE YOUR RESTROOMS CLEAN?

70% of people make a conscious decision to **USE A PARTICULAR BUSINESS** in preference to others, if they know it has a **CLEANER, WELL-MAINTAINED RESTROOM!**

Some of the things that really aggravate public restroom users are no surprise. The number one aggravation, by far, is empty or jammed toilet paper dispensers. This is followed closely by clogged or unflushed toilets. Make sure your partitions doors latch properly, too. All of these provide an opportunity for a business owner to key in on the things that people want to see (or not see!) in a public facing restroom.

It pays for businesses to provide clean, stocked, easy to use washroom facilities with touch-free fixtures to ensure the user has a positive experience. It is clear that the condition and cleanliness of the public restroom are always in the spotlight.

The good news for facility managers or business owners, is that **70% OF AMERICANS** have made a conscious decision to use a particular business over similar options because it has cleaner, well-maintained restrooms. Lock in repeat business when you impress in the restroom.

Bottom line:

- Use nice, quality products (touchless where possible)
- Keep the supplies well stocked
- Keep it clean
- Enjoy repeat business

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An All-in-One Experience

Having to walk across a wet restroom floor continues to be the action most likely to frustrate public restroom users. Reaching over someone to access the soap dispenser and waiting for a hand dryer also frustrate a large portion of the public.

Luckily the Advocate® and Verge® with WashBar™ solve these problems. In fact, 85% of Americans find the idea of an all-in-one handwashing solution to be extremely or very appealing.