



***Mission 100 % Rag  
Replacement with  
Wiper in Industry***

**WYPALL<sup>®</sup>**  
BRAND



# The Novel Coronavirus is Changing Hygiene Habits the World Over



China  
Apr 23rd 2020 edition >

Revolution at the dinner party

## China asks: what's the safest way to use chopsticks?

Officials fret that people are sharing more than Peking duck

BEIJING

*Editor's note: The Economist is making some of its most important coverage of the covid-19 pandemic freely available to readers of The Economist Today, our daily newsletter. To receive it, register [here](#). For our coronavirus tracker and more coverage, see our [hub](#)*

AT DINNER IN China, a courteous host uses her chopsticks to take the tastiest morsel from a communal dish and put it on the plate of an honoured guest. At a family meal, an elder does so for a child. Friends do it for each other. And all



## Coronavirus will cause 'lasting changes' to shopping habits, says Unilever boss

Alan Jope predicts continued growth in online shopping and continued higher sales of cleaning products

- Coronavirus - latest updates
- See all our coronavirus coverage



▲ In the coming months, people will be more concerned about surface hygiene in homes, Jope said. Photograph: dragana991/Getty Images/iStockphoto

The coronavirus pandemic will trigger “lasting changes” in shopping behaviour, according to one of the world’s biggest manufacturers of grocery brands.

Unilever’s chief executive, Alan Jope, said the health crisis would accelerate the growth of online food shopping. He also predicted a permanent increase in demand for soap and other cleaning supplies as improved hygiene became a priority for households.

“I think we will be able to look back and see this as a point of inflection for online grocery shopping,” he said. “Good luck getting an appointment for a grocery delivery. I think that will persist and we will adjust our approach to reflect that.”





# WHO Guidelines



## CLEAN THEN SANITIZE

A ONE-TWO PUNCH FOR FOODBORNE ILLNESS IN THE KITCHEN



## Are we doing enough?

- ✓ Hand-Hygiene has become extremely critical
- ✓ Sanitization and cleanliness is all the more important
- ✓ Tools used to clean hands and equipment also need to be hygienic
- ✓ In this scenario, **are rags still the right choice?**





***80% of the rag usage is in 4 segments***  
***which we are well-positioned to serve***

**#1 India**

**WYPALL<sup>®</sup>**  
BRAND

Auto & Manufacturing

Healthcare

Food Service

All others

Food Pro

India market size in ₹ MM...



# ***We have a huge responsibility***

***To make a difference to the worker's hygiene habits***

*Paper & non-wovens*



**Lean,  
Hygienic,  
Safe**

*Rags & cloths*



**Bulky, Dirty,  
Dangerous**



# ***Some thoughts by our customers...***

## ***Cleaning & Hygiene***

“I need to **enable my team** to hit and beat the cleaning & hygiene standards we’re held to”

“We have decided to do away with laundered towels as they leave **hazardous residues**”

Healthcare

HoReCa

Offices

## ***Production & Maintenance***

“I need to efficiently deliver consistent **quality outcomes** in every process”

“We have faced problems of soaked rags catching spontaneous fire posing a danger of **safety**”

Auto

Metal

Food Pro

**WYPALL**  
BRAND




# The market is an ocean of unclear choice


Buy blue wiping roll


Sign in


40


AllShoppingImagesVideosMapsNews|My saves



























































































































***“The right tool for every task”***



**WYPALL**  
Professional wiping paper

**THE RIGHT TOOL  
FOR EVERY TASK**

A woman in a dark polo shirt is cleaning a glass partition with a piece of WYPALL paper. The image is framed with a red and white wavy border at the bottom.

**WYPALL**  
Professional wiping paper

**THE RIGHT TOOL  
FOR EVERY TASK**

A chef in a white uniform is cleaning a kitchen counter with a piece of WYPALL paper. The image is framed with a red and white wavy border at the bottom.

**WYPALL**  
Professional wiping paper

**THE RIGHT TOOL  
FOR EVERY TASK**

A woman in a light-colored uniform is cleaning a white surface with a piece of WYPALL paper. The image is framed with a red and white wavy border at the bottom.

**WYPALL**  
Professional wiping paper

**THE RIGHT TOOL  
FOR EVERY TASK**

A woman in a dark uniform is cleaning a sink with a piece of WYPALL paper. The image is framed with a red and white wavy border at the bottom.

**WYPALL**  
Professional wiping paper

**THE RIGHT TOOL  
FOR EVERY TASK**

A man with a beard and glasses, wearing a plaid shirt, is cleaning a metal surface with a piece of WYPALL paper. The image is framed with a red and white wavy border at the bottom.

**WYPALL**  
Professional wiping paper

**THE RIGHT TOOL  
FOR EVERY TASK**

A man in a dark shirt and pants is kneeling on a floor, cleaning it with a piece of WYPALL paper. The image is framed with a red and white wavy border at the bottom.

**WYPALL**  
Professional wiping paper

**THE RIGHT TOOL  
FOR EVERY TASK**

A man in a white shirt and dark overalls is cleaning a car with a piece of WYPALL paper. The image is framed with a red and white wavy border at the bottom.



***Customers said:***

***“Uncovered rolls are a hygiene risk”***



“Rolls live on food prep surfaces”

“Rolls move between clean and dirty areas”

“We failed our food safety audit for having uncovered product”



***Our customers said:***

# ***“Uncontrolled blue roll usage drives waste & cost”***

“Staff roll usage is out of control”

“Their normal behaviour is to wind metres of paper around their arm”

“Attempts to limit roll use have not worked”



Users unwind  
av. **2.5M** of paper  
around their  
hand



*81/102 interviewed said*

***“Exposed rolls look unprofessional and untidy”***



*“Everything in our facilities is carefully chosen to deliver a guest experience with modern packaging, and we hide our wash cloths in a bin”*

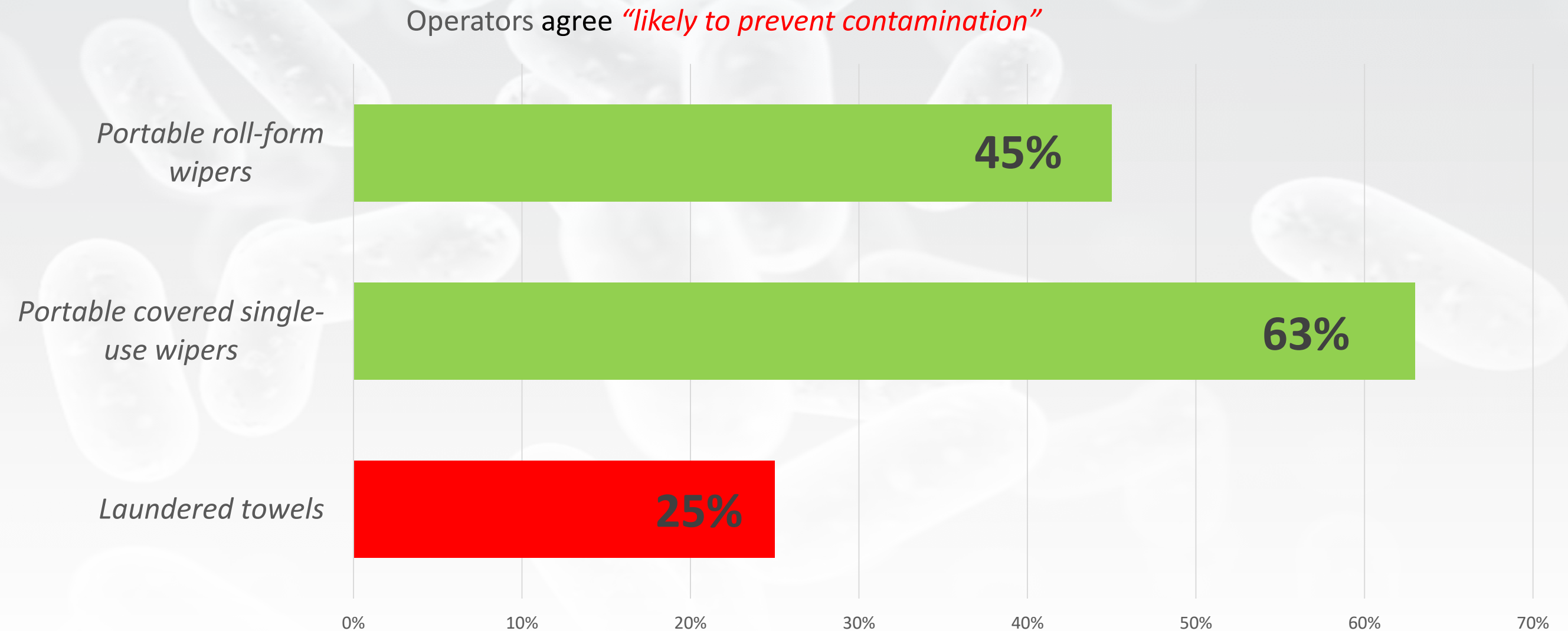


***Our research found:***

# ***Operators handling rags may fall sick for avg. of 6 months***

The average exposed roll is used in industry and manufacturing

Each roll is handled  
**70x** by staff before it is finished.



*\*Data to be vetted*





New  
***WypAll X60 Pop-up box***





***Thank You***