



## 9 out of 10 people prefer Paper Towels to Jet Air Dryers in washrooms

### ***Observational study during world's leading cleaning industry exhibition shows overwhelming preference for paper towels when drying hands***

**Brussels, Belgium – June 22, 2016** – An observational study conducted in four washrooms during ISSA/InterClean Amsterdam 2016 last month revealed that 90% of people showed a behavioural preference for paper towels over jet air dryers in the washroom.

The study, undertaken by the European Tissue Symposium ([ETS](#)), observed the behaviour of 3,879 visitors – 2,474 men and 1,405 women – when washing and drying their hands following a visit to the washroom. Four washrooms - two men's and two women's - were equipped with both paper towels and jet air dryers, situated directly above each other.

**Faced with a choice of drying methods, 90% of men and 91% of women chose paper towels over jet air dryers.**

*“We undertook this study during InterClean/ISSA in order to give us a better understanding of people's behaviour in washrooms,”* explained ETS Chairman, Roberto Berardi. *“The results are very clear. People overwhelmingly plump for paper towels as the preferred way to dry their hands following a visit to the washroom.”*

The study also looked at the prevalence of soap use in the handwashing process. It found that 26% of visitors used just water to wash their hands while 74% used soap and water. The use of soap was higher than in previous studies, probably due to the fact that users were cleaning industry professionals.

Previously, research by leading microbiologists has shown single use towels to offer the most hygienic way to dry hands following hand washing during a visit to the washroom as illustrated in this video: <https://www.youtube.com/watch?v=nJPxvHPCPUJ>

*“We now have proof that in addition to helping prevent the spread of viruses, nothing is more hygienic than paper to dry your hands, but also that paper towels are the most preferred option among users,”* concluded Roberto Berardi. *“Facilities managers should take note if they want clients to be happy and healthy following a trip to the washroom.”*

ISSA/InterClean was held in Amsterdam from 10-13 May 2016. The most important exhibition in the global Cleaning Industry calendar and it welcomed some 30,000 visitors.

*Ends*

#### **Summary of findings:**

- Male washrooms: 90% chose to use paper towels and 13% chose jet air dryers (3% used both methods, hence the total is over 100%)
- Female washrooms: 91% of visitors chose paper towels while 11% chose jet air dryers (2% used both methods, hence the total is over 100%)
- 71% of men washed their hands with soap and water. 29% used only water.
- 77% of women washed their hands using soap and water. 23% used only water.

**About ETS**

ETS is the European Tissue Paper Industry Association. The members of ETS represent the majority of tissue paper producers throughout Europe and around 90% of the total European tissue production. ETS was founded in 1971 and is based in Brussels. For more information:

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