

The truth about **TISSUE PAPER**

HAND HYGIENE IS A CRUCIAL ELEMENT IN UPHOLDING HYGIENE

Hand hygiene is the cornerstone of infection control. Many illnesses are transmitted via the hands and experts are keen to provide people with clear evidence that will reduce the spread of bacteria and other pathogens that cause disease.

The importance of hand hygiene is heightened in washrooms. Scientists have explored the implications of hand hygiene in reducing the spread of infection, and there is significant evidence from both laboratory and in situ studies to demonstrate that paper towels offer superior hand drying properties, reducing hand contamination and cross contamination via air and surfaces.

A multisite study, undertaken in hospitals in France, Italy and the UK, offers real-world evidence of the advantages of single use towels in helping prevent the spread of bacteria in hospital washrooms. The study

was carried out by respected professors working in the infection control unit of the Hospital Saint-Antoine AP-HP, Paris; the Department of Medicine, Udine University Hospital, Italy; and Leeds Teaching Hospitals, UK. It confirms that those washrooms that offered paper towels as the method of hand drying following hand washing were found to be the least contaminated.

Hygiene in hospitals is obviously crucial. There are vulnerable patients to think about as well as healthcare workers. Washrooms in hospitals are often used by staff, visitors and patients, and studies have identified the potential for cross-contamination between healthcare workers and the general public. Hospitals and clinical environments around the world enforce hand hygiene guidelines to minimise the spread of infection. Hospital guidelines in Belgium, France, Germany and Scotland recommend the use of paper towels in washing areas to support infection control and uphold the health of staff, visitors and patients.



VIRUSES CAN SURVIVE ON HANDS AND SURFACES FOR A SURPRISINGLY LONG TIME

A washroom that is contaminated with antibiotic resistant bacteria for example certain strains of E. coli can potentially place everyone at risk. E. coli can frequently cause urinary tract infections and sometimes food poisoning. While bacteria such as MRSA, enterobacteria and enterococci can cause vomiting and diarrhoea. One of the challenges is that viruses can be highly contagious and some can survive on the hands or surfaces for quite some time if they are not washed and dried properly. Influenza lasts 10 to 15 minutes on the hands and herpes for up to two hours, while the common cold can last for up

to one week. A review of the survival of human coronaviruses on surfaces found large variability, ranging from 2 hours to 9 days. Meanwhile Rotavirus, which causes gastro-intestinal infections, can last for up to 60 days!

HYGIENE IS NON-NEGOTIABLE IN THE CATERING TRADE

In the catering sector, it is not only hand hygiene that is crucial, but total hygiene. Public health regulations require businesses to uphold strict standards of cleanliness throughout their premises – from kitchens and food preparation areas, through to public areas such as dining rooms and of course washrooms. Tissue paper products offer important

hygiene advantages in a food environment. They are perfect for washing and wiping down surfaces; cleaning cupboards and floors; and for drying hands after washing – both during food preparation and in washrooms. Tissue paper offers a convenient, hygienic and sustainable solution for mopping up spills, cleaning down tables and helping keep staff and customers safe. In washrooms, toilet paper is a must-have item and is ubiquitous. Bars, hotels, and restaurant and café owners have a lot to lose if they do not maintain standards, and poor hygiene is never well received by customers. At best they will leave and never come back. At worst they will post bad reviews online which could be the kiss of death for the business.



WHAT DO SCIENTISTS SAY?

THERE IS A VAST BODY OF SCIENCE DEMONSTRATING THAT **PAPER OFFERS SUPERIOR HYGIENE** PROPERTIES. EXPERT MICROBIOLOGISTS FROM ACROSS EUROPE HAVE CARRIED OUT NUMEROUS STUDIES ATTESTING TO THE FACT THAT **PAPER PLAYS AN IMPORTANT ROLE** IN REDUCING THE RISK OF INFECTION AND **KEEPING POPULATIONS HEALTHY**.

THE PANDEMIC AT THE START OF THE DECADE SERVED TO UNDERLINE THE CRUCIAL ROLE OF HYGIENE AND CLEANLINESS IN **KEEPING OUR SOCIETY HEALTHY** - NOT JUST IN OUR HOMES BUT IN THE COMMUNITY AND THE PLACES THAT WE FREQUENT. CAFES, BARS, RESTAURANTS, SPORTS CENTRES AND LIBRARIES ARE ALL PUBLIC PLACES, VISITED BY MANY PEOPLE, AND WE NEED TO ENSURE THAT THEY OFFER A SAFE AND HYGIENIC ENVIRONMENT FOR EVERYONE.

EXPERTS ARE URGING EVERYONE TO ADOPT PROFESSIONAL HYGIENE STANDARDS TO KEEP THEM SAFE

Protecting the people that we love starts with practising good hygiene, and experts are urging everyone to up their game when it comes to hygiene standards in the home. There is a wealth of advice from scientists to help keep us all safe – starting with the management of coughs and colds. It is important to catch coughs and sneezes in a tissue and to bin it immediately. With a throw-away paper tissue you can help avoid passing infection on to anyone else. There is plenty of expert advice for around the house too. For example, it is important to make sure that surfaces in kitchens, bathrooms and washrooms are washed, disinfected and dried regularly, ideally using a single use wipe or kitchen towel. Frequent hand washing is also vital, particularly on arriving home after work or school and also after handling meats and different types of foods. It goes without saying of course that thorough handwashing and drying are non-negotiable after a visit to the washroom. Scientists also have advice for other areas in the home where viruses and bacteria can lurk, and they encourage people to check door handles, light switches, handrails alongside stairs etc. as these are common places where many people pass and where poor hygiene can result in cross infection. To be on the safe side, make sure that these areas are disinfected and wiped down with paper tissue on a regular basis. Outside of the home there are a number of hotspots for cross infection too and good hygiene has been proven to really make a difference. Crowded transport, busy bars and offices are all too often places where infections are passed on.



The scientific community agreed:



Observing simple advice, such as frequent handwashing with soap and water and proper drying with single use towels, can go a long way to reducing person- to person infection. In fact experts advise that the whole hand washing and drying process should take at least 20 seconds. Whether it is protecting patients in hospitals or keeping your loved ones, customers and staff safe, everyone deserves the very best protection. The scientific community is agreed: tissue paper products can play an important role in helping to keep us all safe both at home and on the move.

Contact

info@europeantissue.com

Address

Manhattan, Bolwerklaan 21 Avenue du Boulevard
B-1210 Brussels, Belgium