

CASE STUDY:

How we helped De Montfort University opt for recycled materials with the Proline WAVE dispenser

As part of ongoing efforts to opt for recycled materials wherever possible, De Montfort University has made the switch to the SC Johnson Professional® Proline WAVE dispenser for their washrooms.

With an approximate daily footfall of 20,000 people on campus, De Montfort University (DMU) required an effective and reliable solution to meet the needs of those they care for on campus.

The university was no stranger to SC Johnson Professional® products, with Skin Safety Centres, soaps and hand creams available in their practical study workshops.

When the need for a new installation of washroom dispensers became apparent, the SC Johnson Professional® Proline WAVE dispenser was a clear winner for both cleaning and sustainability stakeholders at DMU as an effective way to help meet staff, student and visitor handwashing needs.

55% In our 2023 survey with YouGov, **over half (55%)** of respondents said that environmental sustainability efforts improve their opinion of an organisation.**



33%
less product

45%
less water

The SC Johnson Professional® Proline WAVE 1 litre dispenser can be used with the full range of SC Johnson Professional® foam soaps, which compared with traditional lotion soaps provide people with an effective, pleasant hand wash using up to **45% less water and 30% less product***** when washing and rinsing.

What problems had De Montfort been facing?

Before the SC Johnson Professional® Proline WAVE dispenser, the university was facing issues with wastage and mess in their washrooms. During the pandemic, De Montfort had stocked up on foam soap supplies, however:

- The refills were difficult to acquire as the supplier stopped manufacture
- Dispensers eventually started to break and leak, causing messy floors and surfaces

These issues led to high costs, discarded product and – above all – a poor user experience. De Montfort University were in need of a more cost-effective solution, with reliable product and delivery.



* Recovered Coastal Plastic is post-consumer recycled plastic collected on land within 31 miles / 50 km of an ocean so that it does not reach oceans or landfills, in countries with high volumes of uncollected plastic waste.
 ** Figure from YouGov Plc. Total sample size was 2093 adults. Fieldwork was undertaken between 5th – 6th July 2023. The survey was carried out online. The figures have been weighted and are representative of all UK adults aged 18+.
 *** SC Johnson Professional® sponsored study: Media4Change Ltd. How a Single Change in a Washroom can significantly reduce water consumption and associated costs, 2011.

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Installation and response

Following a free site audit, 600 dispensers were installed in DMU washrooms by SC Johnson Professional® - with another 120 set to follow. The campus estates team welcomed the opportunity to visibly show they were trying to opt for more recycled materials, by choosing dispensers with recycled plastic.

The Proline WAVE's non-drip, non-clog pump and easy-to-fit cartridges were a reliable solution to DMU's busy washrooms - each dispenser coming with a lifetime warranty in normal use*.

With DMU's high daily footfall, the SC Johnson Professional® CLEAR FOAM PURE soap was chosen to serve the diversity of users - and thus the skin types - that would be visiting DMU's washrooms. Part of the Designed for Sensitive Skin range, CLEAR FOAM PURE soap is:



- Perfume-free and dye-free
- Skin hypoallergenic - dermatologist tested to verify and confirm this product has very low allergenic potential; and
- ECARF certified**.



"The SC Johnson Professional® Proline WAVE dispensers have been a great fit for us. With 20,000 staff, students and visitors on campus daily, we needed a reliable solution after issues with leaks and mess in the past. What really sold the team was the dispenser's use of repurposed plastic - a big tick when thinking about our sustainability goals. The free site audit and installation were also really helpful to make sure we were providing product in the right places."

- Mark Crane - Cleaning manager



600 SC Johnson Professional® Proline WAVE dispensers have been installed so far.

Dispensers installed at De Montfort University so far equate to 9,600 500ml Recovered Coastal Plastic bottles** (excluding caps and labels).

"The installation really aligns with our sustainability goals and values. It's a positive and visible step in our ongoing journey towards a greener campus."

"It's likely that the move also contributed towards our impressive jump of 14 places in the 2023 Times Higher Education Sustainability Impact Rating. Our university currently ranks 16th in the world for responsible consumption and production."

This same year, we also achieved a "First" in the 2023 People and Planet's University League!"

- Karl Letten - Sustainability Manager

Aligning with De Montfort's sustainability goals

The Proline WAVE installation aligns with De Montfort's sustainable development goals, specifically around encouraging the use of recycled materials.

With 600 public-facing dispensers around campus, De Montfort is demonstrating the importance of opting for recycled materials where possible with their product choices.

* This product meets the European Centre for Allergy Research Foundation (ECARF) criteria for being well tolerated by sensitive skin. ecarf-siegel.org/en/about-seal.

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