



Hygiene in Healthcare

How thoughtful hygiene strategies strengthen trust among patients, visitors and staff.

Trust begins with the first impression:

Cleanliness as the first signal of quality.

Patients and visitors usually enter hospitals and medical practices feeling tense, vulnerable or in pain. Their first impression of the entrance area, waiting room and sanitary spaces determines whether they feel safe and professionally cared for. **Clean, fresh-smelling and well-equipped spaces signal that: attention to detail matters here – medically and organisationally.**

Research conducted by Sheffield Hallam University within the British National Health Service (NHS) shows that high standards of cleanliness are among the most important criteria when choosing a hospital. In a 2007 study, 54% of respondents named cleanliness as the most important factor, and the quality of bathrooms and toilets significantly shaped their overall perception of their stay.

More recent surveys (2021–2023) by healthcare analytics company Press Ganey reinforce these findings:

67,5%

of patients base their overall rating of a facility largely on cleanliness.

2,3 x

Patients report signs of infection 2.3 times more frequently after their stay when they perceived the facility as unclean.



Without cleanliness, there is no trust: Studies show that cleanliness is one of the key benchmarks by which a hospital's competence is judged.

A hospital visit:

Toilets are the benchmark for hygiene.

The quality and cleanliness of sanitary spaces strongly influence how patients evaluate their stay. When entering a toilet and experiencing fresh air, pleasant fragrances, and spotless cleanliness, people feel safer and better cared for. **Clean, well-equipped toilet and washroom facilities send a clear message: hygiene is taken seriously here – and therefore so is the safety of patients and visitors.**

In a 2025 study conducted by the University of Surrey in collaboration with Bispebjerg Hospital, Copenhagen, handwashing behaviour was examined over 19 weeks in two public hospital toilets. The findings:

43,7%

of toilet visits ended without handwashing – nearly every second person.

61,8%

In the worst week, almost two-thirds did not wash their hands after using the toilet.

80%

of all infections are transmitted via the hands, according to the NFID.



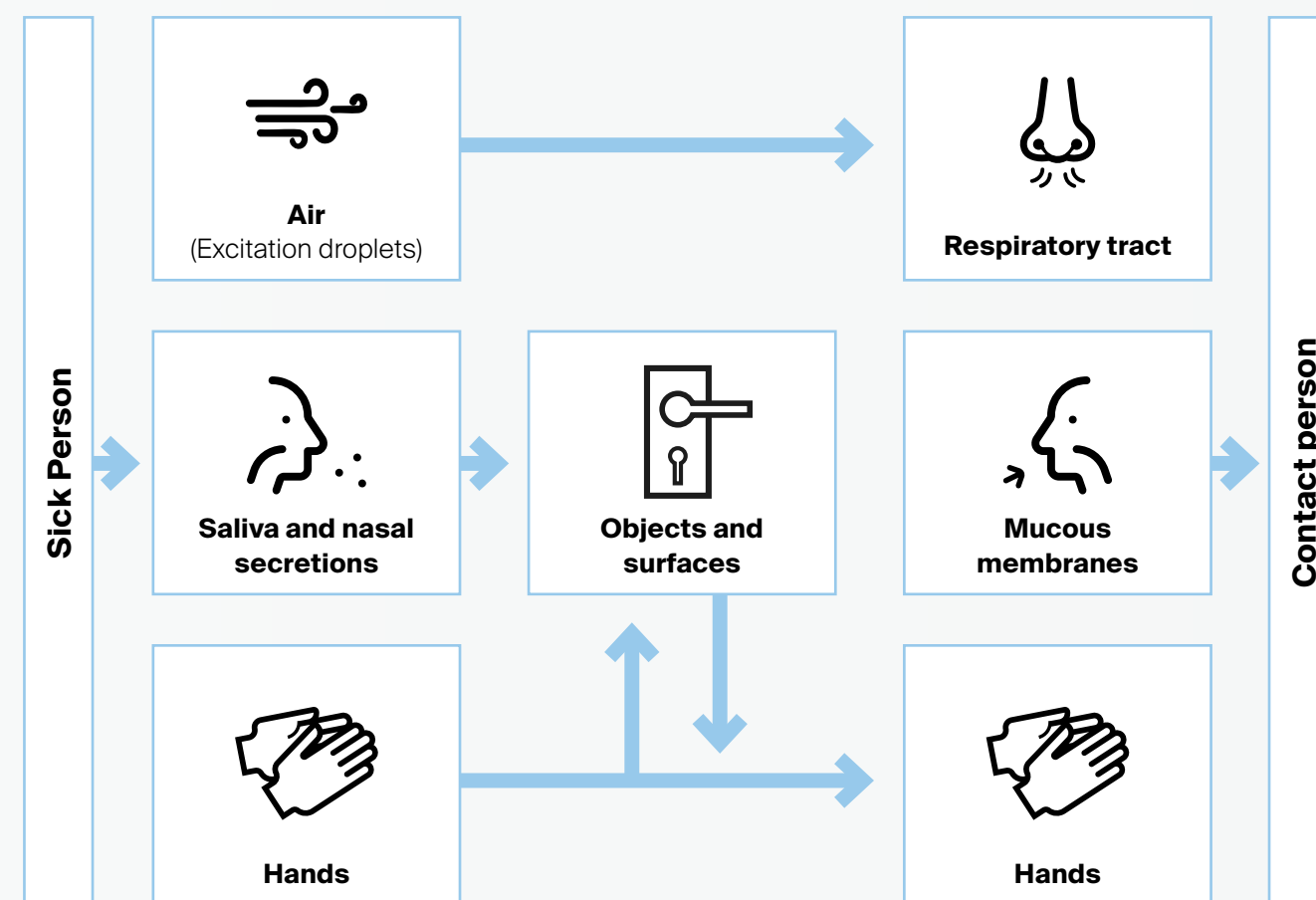
Especially in high-traffic areas of healthcare facilities – such as entrance areas, waiting zones or visitor toilets – hygiene is critical, **as patients, visitors and staff share the same sanitary spaces and surfaces.**

Short transmission routes in healthcare:

Protecting the most vulnerable through hygiene.

Hygiene in healthcare is a daily challenge. Respiratory infections such as influenza, colds and COVID-19 remain among the most common causes of staff absence. In heavily used areas – reception desks, waiting zones, ward corridors or shared spaces – well-designed hygiene strategies determine whether

patients, visitors and staff feel safe, protected and valued. Consistent measures such as regular cleaning, hand hygiene, correct ventilation and effective protective precautions strengthen trust among everyone in your facility.



Hygiene in the healthcare sector

Industry-specific challenges

Hygiene in healthcare means not only high expectations from patients, but also tangible operational pressure: full waiting rooms, heavily used sanitary spaces, limited time and staffing resources. CWS Hygiene supports hospitals and practices with well-designed systems, reliable supply and professional services to ensure hygiene processes run smoothly – enabling teams to focus on what matters most: patient care.

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1: Numerous contact points in daily operations
Continuous movement of people and frequent surface contact in waiting and treatment rooms make consistent hygiene a daily task.
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2: High expectations of cleanliness
(Vulnerable) patients expect visible cleanliness, fresh air and an environment that conveys safety.
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3: Heavily used sanitary spaces
Frequently used toilets, especially by older people, children and individuals with limited mobility, require robust and easy-to-use solutions.
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4: Uncertain visitor hand hygiene
Not all visitors reliably wash or disinfect their hands, particularly when dispensers are poorly positioned or not clearly visible.
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5: High inspection and cleaning workload
Multiple rooms and floors require regular checks and cleaning, demanding time and energy in already busy healthcare environments.
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6: Waste quickly becomes visible
Paper towels, tissues and other waste accumulate rapidly and create an unkempt impression if disposal and replenishment are not well organised.

Feel-Good Hygiene With CWS Hygiene

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Certified sustainability: A reassuring choice

Certified, resource-efficient products (e.g. FSC®, EU Ecolabel, Blue Angel, Fairtrade, Cradle2Cradle) not only protect the environment, but they also communicate responsibility. The use of recycled materials (e.g. in the Eco Black product line) and environmentally friendly refill systems fosters identification and the reassurance of making the right choice.
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Discreet in design, noticeable in impact

Fresh fragrances, clean floors, readily available hygiene wipes and skin-friendly soaps make a measurable difference. From the moment people enter your facility, the first impression shapes their sense of well-being. **CWS Hygiene solutions integrate discreetly into the environment while performing reliably when needed**, immediately conveying safety and reassurance to patients and staff.
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Patients in focus, CWS in the background

With a flexible **full-service model**, you focus on your visitors while CWS manages your entire hygiene solution, from regular delivery and replenishment of consumables to professional maintenance. Reliable logistics, central contacts and regional service teams ensure optimal support at every location. Not only a hygienic environment, but also a sense of safety for patients and visitors.
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More respect through greater inclusion in the washroom

86% of menstruating people have unexpectedly lacked access to menstrual products in public. Almost **80%** had to improvise, for example using toilet paper. By providing accessible CWS menstrual products, barrier-free sanitary spaces and gender-neutral washroom equipment, you create genuine psychological safety, a clear sign of respect and appreciation.

Hygiene in healthcare creates more than cleanliness:
It protects health, builds trust and strengthens the bond between patients and healthcare professionals.

Facts & Figures

Hygiene in Healthcare

80%

80% of all infections are transmitted via the hands.

70%

Entrance mats **reduce cleaning costs by 70%.**

30%

Among children who wash their hands thoroughly, there are 30% fewer gastro-intestinal infections and approx. 20% **fewer respiratory infections.**

51%

People who wash their hands regularly experience 24% fewer sick days due to respiratory illnesses and 51% **fewer due to gastro-intestinal illnesses.**

58%

Consistent hand hygiene reduces gastro-intestinal infections among immunocompromised individuals by 58%.

61%

Sepsis rates in an intensive care unit at Berlin's Charité were reduced by 61% after **improving staff hand hygiene compliance from 57% to 91%.**

CWS Hygiene Solutions

6 benefits for patients and staff



Strengthen trust measurably

A visibly hygienic and professional first impression increases patient confidence.



Significantly reduce infection risks

Well-placed dispensers and consistent hand hygiene reduce cross-infections among visitors.



Sustainably increase satisfaction

Clean, well-equipped washrooms improve satisfaction and encourage positive reviews.



Reduce cleaning workload strategically

Standardised hygiene solutions simplify cleaning and improve planning reliability.



Improve accessibility

Inclusive, easily accessible dispensers enable safe use for all patients.



Support sustainability goals

Resource-efficient, refillable systems help facilities achieve their sustainability targets.

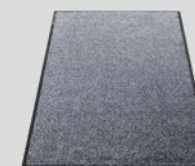
CWS solutions for all healthcare areas

Entrance, reception & waiting areas: The first impression counts

As soon as patients, relatives and staff enter a hospital or practice, cleanliness, fresh air and visible hygiene measures shape their first impression. Well-placed CWS hygiene solutions contribute to a well-maintained entrance area that reassures visitors and strengthens their confidence in the care provided.

Dust control and logo mats

Stop dirt and moisture while reducing cleaning costs.



Hand hygiene stations

Reassure patients and relatives immediately upon arrival.



Fragrance dispenser – CWS PureLine AirBar

For a fresh first impression in hospitals, dental practices and rehabilitation centres.



Surface cleaner – CWS PureLine Surface Cleaner

For shared surfaces, from treatment tables and door handles to waiting areas.



Toilets and washrooms for patients and visitors

Public washrooms are central touchpoints for people of all ages, genders and needs. To make all visitors feel welcome, barrier-free, well-maintained, and safe facilities are essential. Hygiene thus becomes an expression of appreciation, inclusion, and responsibility.

Touch-free soap and disinfectant dispensers

Reduce infection risk and promote convenient, hygienic use.



Versatile, hygienic hand-drying options

Paper towel dispenser – CWS PureLine Paper
Paper roll dispenser – CWS PureLine Paperroll
Cotton towel dispenser – CWS PureLine Dry



Toilet seat cleaner for extra hygiene between cleanings

Reassuring for vulnerable patient groups.



Toilet paper foam for wet wipe practices

A gentle, culturally inclusive alternative to (conventional) wet wipes



Tampon and pad dispensers & sanitary bins

For reliable availability of menstrual products and safe disposal of menstrual waste.



Treatment rooms (not sterile areas)

Treatment rooms in medical practices are central points of care, as this is where patients and medical staff interact in particularly close proximity. Hygiene, cleanliness and a calm atmosphere further support a sense of safety and overall well-being.

Surface cleaner – CWS Surface Disinfection Wipes

Always within reach for fast, hygienic cleaning. Suitable for frequently touched objects such as treatment tables or physiotherapy equipment. Also available as a freestanding combination unit with the vacuum waste bin.



Fragrance dispenser – CWS PureLine AirBar

Creates a fresh first impression in hospitals, dental practices and rehabilitation centres.



Hand hygiene stations

Enable hand disinfection precisely where patients and medical staff interact most closely.



Vacuum waste bin

Ensures clean and safe waste disposal.



Hand disinfectant dispenser – CWS MediLine Universal Dispenser Stainless Steel

Supports staff in maintaining hygiene between treatments and can be conveniently operated with the elbow.



Managing multiple washrooms: IoT smartMate keeps everything under control

Hospitals often operate multiple toilets across different floors or wings, making manual inspections inefficient. CWS smartMate provides real-time insights into fill levels and service requirements via dashboard or app. This prevents complaints, saves staff time and ensures the consistent availability of hygiene products.

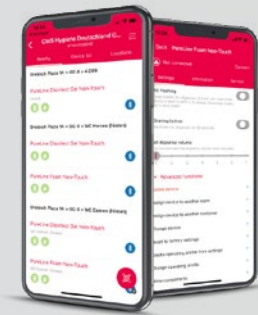
CWS smartMate

With CWS smartMate, facility managers gain full transparency and control. All connected dispensers transmit real-time data on fill levels, battery status and usage directly to a digital dashboard and mobile app. Integrated visitor counters (**People Counter**) identify peak times, enabling cleaning and replenishment tasks to be scheduled exactly when and where they are needed.

The result:

- Fewer manual inspections and more time for value-adding tasks
- No stock shortages or complaints
- Real-time information prevents downtime
- Lower operating costs through data-driven planning
- Measurable hygiene performance that can be easily documented

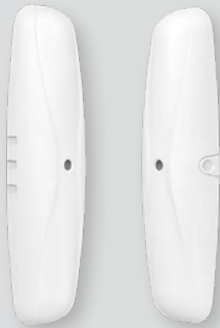
smartMate helps facility managers make hygiene predictable, efficient, and transparent.



CWS PureLine People Counter

The CWS PureLine People Counter makes visitor flows visible, effortlessly. The slim device discreetly counts each person entering or leaving an area using a photoelectric sensor and generates anonymised real-time data on traffic and peak times.

This enables cleaning schedules, staffing and opening hours to be aligned precisely with actual usage. Thanks to battery operation and adhesive mounting, the counter can be installed flexibly without drilling. Ideal for organisations aiming to manage their facilities in a smarter, more efficient and service-oriented way.



Staff areas: Protection for your team

Healthcare professionals in hospitals and medical practices perform demanding work every day. A well-designed hygiene plan in staff areas increases safety, streamlines processes and ensures noticeable comfort in daily operations.

Hand hygiene and surface cleaning solutions

Maintain clean staff areas and help reduce sick days.



Vacuum waste bin

Clean and safe waste disposal.



Anti-fatigue mats - CWS Healthy Standing Mat

Improve comfort for staff who stand for extended periods.



The full product range can be found here:





Sustainability at CWS Hygiene – Responsibility with Systems

The following certifications and alignment with the UN SDGs ensure responsible and sustainable solutions.

Our most important certifications:

FSC® (Forest Stewardship Council):
Sustainable forestry.



EU Ecolabel & Blauer Engel:
Environmentally friendly products and processes.



Fairtrade:
Socially responsible supply chains.



Cradle2Cradle:
Consistently circular product design.



Hygiene solutions for the healthcare sector

1

We pay attention to what we put into the cycle.

We continuously optimise our products to have a positive impact on people and the environment, and we collaborate with suppliers who pursue similarly high standards.

2

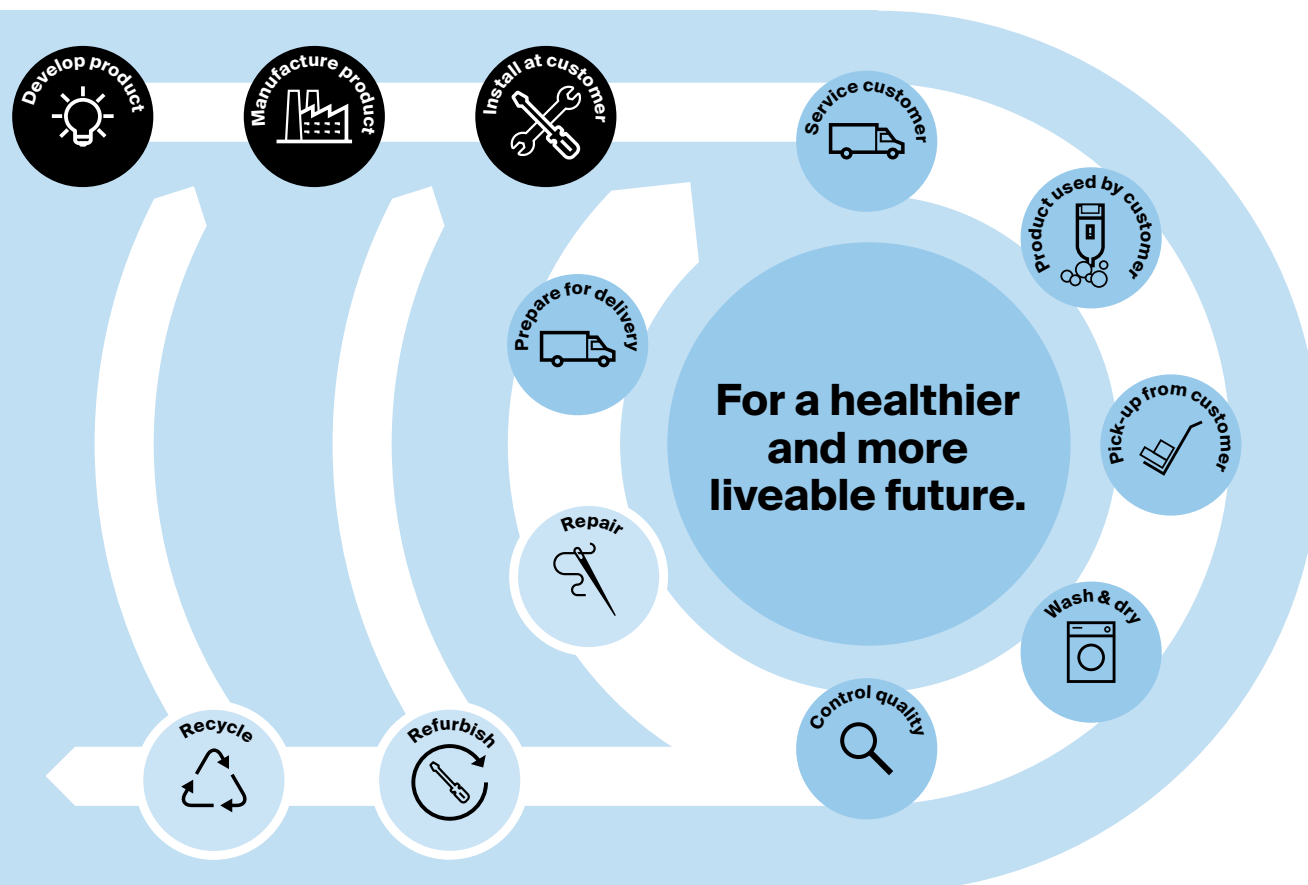
We ensure how we operate the cycle.

We continuously improve our operational processes with the aim of protecting our environment, particularly focusing on reducing CO₂ emissions and water consumption.

3

We take care to close the cycle.

We close the cycle through comprehensive repair and refurbishment measures, extending product lifespans and enabling recycling at the end of their useful life.



Full-Service Advantages from CWS Hygiene



All-in-one solution:

CWS Hygiene takes care of installation, regular maintenance, and delivery of certain hygiene products. Flexible service tailored to your needs.



Carefree operation:

Consumables (soap, towels, etc.) are delivered on time. The service cycle can be adjusted as needed, at no extra cost to your company.



Predictable costs through our rental model:

You benefit from clearly calculable monthly service fees. Products, service, and replacements are included in the rental package. No hidden costs.



Quality control & availability:

Regular inspections by CWS specialists ensure the flawless operation and clean appearance of systems.



Individual consultation:

Personal contacts work with you to develop tailored hygiene solutions based on business size, sector, and usage intensity.

Sources:

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- p. 6-7:** Harris Interactive on behalf of the Free the Tampons Foundation (USA, 2013): "The Murphy's Law of Menstruation"
- p. 8-9:** CDC: Handwashing Facts – Clean Hands Save Lives.
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