

The Power of the PURELL® Brand



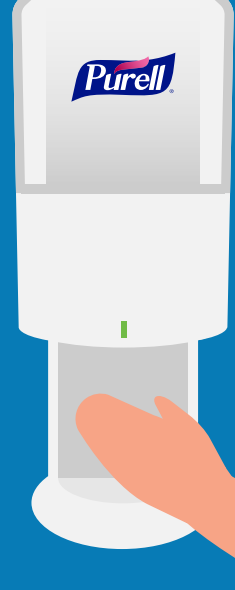
Right now, customers value facilities they immediately perceive as



clean, safe & healthy

Only the PURELL brand immediately communicates those qualities. In fact,

69% of consumers expect to see PURELL products in public places.¹



So across industries, making PURELL products visible is proven to help make a positive impression:

88%

said having PURELL products available **improves their overall shopping experience** in a store²

91%

believe making PURELL Hand Sanitizer available to customers shows that a retailer **cares about cleanliness**³

89%

said seeing PURELL products signals that a restaurant is **concerned for its customers' health and well-being**⁴

84%

were satisfied with the **overall cleanliness** of a facility with PURELL products⁵

Providing employees and visitors with the right products in the right moments shows them you really care, and offers

unparalleled peace of mind



PURELL products are formulated with the best science available to maximize effectiveness against germs, **while caring for human health and the environment.**



We know how much that means to you. That's why **GOJO continues to invest in:**



supply chain capacity



facilities and equipment



innovation that meets new needs

so we can provide consistent supply that **meets the demands of today—and the future.**



Only the PURELL brand signals your dedication to providing the **clean, safe, and healthy** environment your customers expect—and deserve.



1. Hall and Partners, External Market Research, Hall and Partners PURELL Brand Research 2020 (006-090) OCT 2020, 11 January 2021.

2. Taylor Research, Market Research 009-019, January 2016.

3. GOJO Industries, Inc., Market Research - External Market Research, PURELL® Sanitizing Station Mall Intercepts, Morpace Market Research and Consulting, 21 August 2015.

4. GOJO Industries, Inc., Market Research - External Market Research, 010-023 Casual Dining Employee/Guest Usage & Attitude Survey, 28 May 2016.

5. GOJO Industries, Inc., Market Research - External Market Research, 007-021, 2014.