

# DIAL FOODSERVICE / FOOD PROCESSING HAND HYGIENE PROGRAM

October 2021



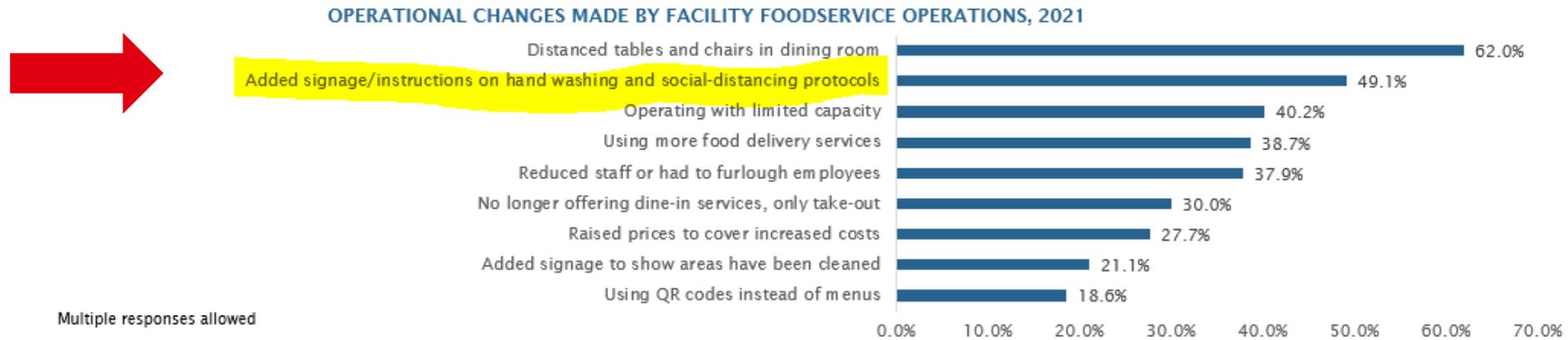
# WHY DID WE BUILD THIS HAND HYGIENE PROGRAM?

Let's look at some Kline Data

# ▶ CHANGES IN FOODSERVICE DUE TO COVID-19

## ➤ Impact of COVID-19

- Due to the COVID-19 pandemic, many end-users have made changes to their cleaning and operational procedures.
- Most have increased hand sanitizer dispensers and sanitizing and disinfecting surfaces. Many have also distanced tables and chairs in dining rooms and are reminding patrons to wash their hands and maintain social distancing. However, a sizable number of end-users have had to reduce their operating capacity, fulfill more takeaway orders, and/or close or limit their dine-in services.



Multiple responses allowed

Q: What have you changed in your foodservice cleaning procedures at your facility?

# Regulatory Developments

- During the pandemic, a number of sources issued guidelines and regulations concerning how foodservice operations must be cleaned. These include chemical manufacturers, the CDC, OSHA, state and local governments, local departments of health, and trade organizations. Each region, depending on local infection and hospitalization rates, has tended to have its own guidance about dining room closures or occupancy restrictions, cleaning requirements, masking and social-distancing requirements for staff and patrons, and how vaccinated staff and patrons might be treated differently than non-vaccinated.
- **Some manufacturers and distributors of foodservice cleaning products have published guidelines, educational materials, and signage to help foodservice operations follow the laws and recommendations, clean properly, reopen after a closure, and assure staff and patrons of a relatively safe foodservice facility.**
- Guidelines for cleaning changed over the year of the pandemic so that by spring 2021, the CDC was no longer recommending such stringent disinfection of surfaces and high-touch areas. However, in order to reassure staff and patrons, some foodservice facilities have continued heavy surface-cleaning practices.



## RECOMMENDED GUIDANCE AND BEST PRACTICES FOR A FOODSERVICE FACILITY TO MINIMIZE COVID-19 RISK, 2020 (SOURCE: US FOODS)

**Your locale may require or recommend that you:\***



Note: Specific requirements may not apply to your location.  
\*Reflects guidance from sources published prior to May 5, 2020. Current guidance may vary.



# WHO DO WE TARGET WITH THIS PROGRAM?

Let's Build Our Target Lists



# ▶ TARGETING:

## FOOD PROCESSING



- Meat Processors
- Dairy Farms & Processors
- Bakeries
- Food Manufacturing Facilities

## FOOD SERVICE



- Restaurants
  - Fast Food, Fast Casual, Upscale, Bars
- Cafeterias
  - University, Nursing Homes, Hospitals
- Grocery Stores



# THE PROGRAM

Sell the Program



# ▶ COMPLETE PROGRAM TO PROVIDE, REINFORCE & EDUCATE ON HAND HYGIENE

- Decision Maker Brochure
- Three Sell Sheets
  - Hand Washing Practices
  - Hand Sanitizer
  - NSF Ratings
- Poster – When and How to Wash
- Two Videos
  - Food Service
  - Food Processing
- Placards
  - 5 English & 2 Spanish



**Turn the Dial**

**Fighting Bacteria from Farm to Fork.**

Long before food touches a frying pan or oven, it has passed through a variety of environments – and even more people – making proper hygiene practices vital to the health of millions. But you can relax knowing the brands you use, know and trust in your own home are available at every touchpoint of the food journey.

Food Service

# ▶ FOOD SERVICE BROCHURE

**#1**  
Dial® is the  
#1 Doctor  
Recommended  
Antibacterial  
Hand Soap Brand



## Turn the Dial on Tradition

Over 140 years ago, Henkel was founded on the premise of promoting good hygiene when we introduced our first product – a heavy-duty laundry detergent. From those humble beginnings, we have grown into a worldwide leader in personal, household and hand hygiene products. Providing health, safety and confidence to your staff and customers is not just our job, it's our passion.

Our dedication to protecting your staff and customers goes far beyond just providing them the brands they trust and use in their own homes every day – brands like Dial® Purell® all Soft Scrub® and Remucel®. We also provide the bacteria-fighting power of NSF E2 and E3 rated soaps and sanitizers. We enhance trust by being the #1 Doctor Recommended Antibacterial Soap Brand. And we promote ease and efficiency by providing sourcing, purchasing and delivery from one convenient place.



The Difference is Dial®

For more information visit our website: [dialprofessional.com](http://dialprofessional.com) or call 1-800-253-3426

## Turn the Dial on Guidelines



**89%**  
of outbreaks caused by food workers occurred due to bacteria being transferred to food by their hands.

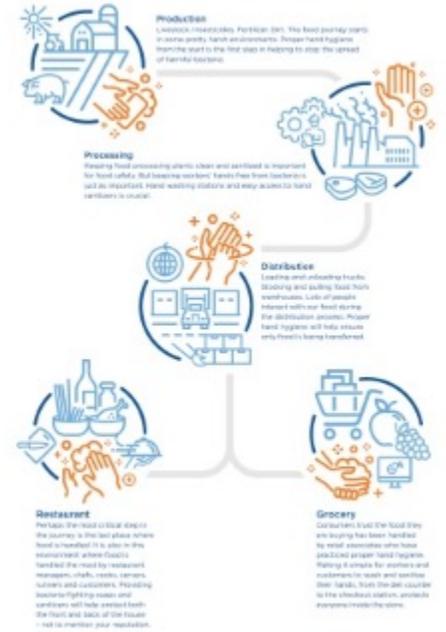
We've all been taught to wash our hands before preparing and eating food. But what about before the food gets to us? Can we help prevent the spread of harmful bacteria before it reaches our kitchens? Absolutely. In fact, Dial® Professional soaps and sanitizers help protect workers and end users throughout the entire process – from the farm to the fork. There are many guidelines around hand washing. Our proven products make following those guidelines more effortless.



The Difference is Dial®

For more information visit our website: [dialprofessional.com](http://dialprofessional.com) or call 1-800-253-3426

### The Food Journey from Farm to Fork



The Difference is Dial®



# ▶ FOOD SERVICE BROCHURE



**89%**  
of foodborne illness outbreaks are a result of contamination from food handlers.

## Turn the Dial on Process

The safe and efficient operations of the Food Processing system is centered around one key asset - your workers. Instilling strict hygiene standards is vital to keeping them, and the food they are processing, safe from bacteria. That's where the proven effectiveness of Dial®, an addition to the entire family of essential hygiene products, can help. Whether you need products for employee changing areas, hand washing stations, restrooms or administrative offices, we make it easy to implement facility-wide processes for proper hand hygiene.

### Restrooms & Hand Washing Stations

**Dial® FIT® Touch-Free Dispenser (State)**  
 • Compatible with Dial® FIT® Touch-Free Refill  
 • Available in State and Italy

**Dial Complete® Foaming Hand Wash FIT® Touch-Free Refill**  
 • Kills 99.9% of bacteria  
 • Hypoallergenic, foam is safe for kids and gentle on skin  
 • Specially formulated for frequent hand washing  
 • Available in 1.5 Liter Refill

**Dial® Clean + Gentle Foaming Hand Wash FIT® Touch-Free Refill**  
 • Kills 99.9% of bacteria  
 • Free from dyes, fragrances, parabens, alcohols, and chlorine  
 • Dermatologist tested and hypoallergenic  
 • Gentle formula, foams, and rinses clear without stinging skin  
 • Available in 1.5 Liter Refill

### Locker Rooms & Showers

**Dial® 1 Liter Dispenser (Sprinkle)**  
 • Compatible with Dial® FIT® 1.5 Liter Refill  
 • Available in State (23400 08002) and Italy (23400 08001)

**Dial® Hair+Body Wash**  
 • All day freshness, body wash with moisturizer skin  
 • Effective against bacteria and soap residue, leaving skin feeling fresh and revitalized  
 • Gentle fragrance  
 • Available in 1.5 Liter Refill (23400 04020) and Italy (23400 04021)

**Dial® Spring Water® Body Wash**  
 • All day freshness, body wash with moisturizer skin  
 • Effective against bacteria and soap residue, leaving skin feeling fresh and revitalized  
 • All day freshness, body wash with moisturizer skin  
 • Available in 1.5 Liter Refill (23400 04020) and Italy (23400 04021)

**Dial® Hair+Body Refill Gallon**  
 • All day freshness, body wash with moisturizer skin  
 • Effective against bacteria and soap residue, leaving skin feeling fresh and revitalized  
 • Gentle fragrance  
 • Available in 1.5 Liter Refill (23400 04020) and Italy (23400 04021)

### Office & Breakrooms

**Dial® Dispenser Floor Stand**  
 • Compatible with Dial® FIT® and Dial® FIT® Dispenser  
 • No touch requirement (hand sanitizer)  
 • Capacity: 30oz x 5.7" x 5.7" (height x width x depth)  
 • Available in State and Italy

**Dial® FIT® Touch-Free Dispenser (Surgery)**  
 • Compatible with Dial® FIT® Touch-Free Refill  
 • Available in State and Italy

**Dial® Professional Foam Hand Sanitizer FIT® Touch-Free Refill**  
 • Kills 99.99% of bacteria, including those from home settings, in 15 seconds and more  
 • Contains 95% ethyl alcohol  
 • Dermatologist tested, hypoallergenic, fragrance-free and dye-free  
 • NSF, NSF International, Registered  
 • Available in 1.5 Liter Refill

### Loading Dock

**Dial® FIT® Manual Dispenser (Sprinkle)**  
 • Compatible with Dial® FIT® Manual Refill  
 • Available in every state and Italy

**Dial® Complete® Foaming Hand Wash FIT® Manual Refill**  
 • Kills 99.9% of bacteria  
 • Hypoallergenic, foam is safe for kids and gentle on skin  
 • Specially formulated for frequent hand washing  
 • Available in 1.5 Liter Refill

**Borsani® 2 Liter Dispenser and Heavy Duty Hand Cleanser Refill**  
 • This is for heavy-duty cleaning in the hardest working areas  
 • Contains 95% ethyl alcohol and fragrance-free  
 • Also available in 1.5 Liter Refill (23400 06000) and Italy (23400 06001)

## Turn the Dial on Standards

Instilling and maintaining cleanliness standards and protocols is vital to reducing the spread of bacteria. With one call, we can provide the bacteria-fighting soaps and sanitizers you need to help protect your staff and customers. From the antibacterial soaps you know and use every day, to the proven effectiveness of our 95% alcohol sanitizers, we'll help keep everyone inside your distribution centers and grocery stores safe from bacteria that can cause sickness from the front of the house to the back of the house and everywhere in between.

**1 in 6**  
Americans get sick each year due to foodborne diseases.

Dial® Dial®

### Front of House

**Dial® Dispenser Floor Stand**  
 • Compatible with Dial® FIT® and Dial® FIT® Dispenser  
 • No touch requirement (hand sanitizer)  
 • Capacity: 30oz x 5.7" x 5.7" (height x width x depth)  
 • Available in State and Italy

**Dial® FIT® Touch-Free Dispenser (Surgery)**  
 • Compatible with Dial® FIT® Touch-Free Refill  
 • Available in State and Italy

**Dial® Professional Hand Sanitizer Gel FIT® Touch-Free Refill**  
 • Kills 99.99% of bacteria, including those from home settings, in 15 seconds and more  
 • Contains 95% ethyl alcohol  
 • Dermatologist tested, hypoallergenic, fragrance-free and dye-free  
 • NSF, NSF International, Registered  
 • Available in 1.5 Liter Refill

**Hand Sanitizer 1 Gal**  
 • Kills 99.99% of bacteria, including those from home settings, in 15 seconds and more  
 • Contains 95% ethyl alcohol  
 • Dermatologist tested, hypoallergenic, fragrance-free and dye-free  
 • NSF, NSF International, Registered  
 • Available in 1.5 Liter Refill

### Restrooms & Hand Washing Stations

**Dial® FIT® Touch-Free Dispenser (State)**  
 • Compatible with Dial® FIT® Touch-Free Refill  
 • Available in State and Italy

**Dial Complete® Foaming Hand Wash FIT® Touch-Free Refill**  
 • Kills 99.9% of bacteria  
 • Hypoallergenic, foam is safe for kids and gentle on skin  
 • Specially formulated for frequent hand washing  
 • Available in 1.5 Liter Refill

**Dial® Clean + Gentle Foaming Hand Wash FIT® Touch-Free Refill**  
 • Kills 99.9% of bacteria  
 • Free from dyes, fragrances, parabens, alcohols, and chlorine  
 • Dermatologist tested and hypoallergenic  
 • Available in 1.5 Liter Refill

**Soft Scrub® Cleanser with Bleach**  
 • 100% bleach cleanser, cleans and disinfects in one step to leave surfaces sanitary  
 • Layers product on surface for 2 minutes to kill 99.9% of microorganisms  
 • Rinses off water and gentle on surfaces  
 • Resistant to Oxidative Bleach Deactivator

### Manager Office

**Hand Sanitizer Gel 16-oz**  
 • Kills 99.99% of bacteria, including those from home settings, in 15 seconds and more  
 • Contains 95% ethyl alcohol  
 • Dermatologist tested, hypoallergenic, fragrance-free and dye-free  
 • NSF, NSF International, Registered  
 • Available in 1.5 Liter Refill

**Hand Sanitizer Foam 15.2**  
 • Kills 99.99% of bacteria, including those from home settings, in 15 seconds and more  
 • Contains 95% ethyl alcohol  
 • Dermatologist tested, hypoallergenic, fragrance-free and dye-free  
 • NSF, NSF International, Registered  
 • Available in 1.5 Liter Refill

### Back of House

**Dial® 1700 Manual Dispenser**  
 • High capacity dispenser, perfect for high-traffic areas and commercial settings for high-traffic areas  
 • Compatible with Dial® FIT® Manual Refill  
 • Available in State and Italy

**Dial® 1700 Complete® Foaming Hand Wash Manual Refill**  
 • Kills 99.9% of bacteria  
 • Hypoallergenic, foam is safe for kids and gentle on skin  
 • Specially formulated for frequent hand washing  
 • Available in 1.5 Liter Refill



# ▶ FOOD SERVICE BROCHURE

## Turn the Dial on Preparation



**30 seconds**  
of scrubbing your hands with soap and water removes harmful bacteria.

A hygienic restaurant is a successful restaurant. And keeping your staff and guests safe is the first step in achieving that success. Hand washing is a simple, yet effective way to reduce the spread of bacteria – especially in cafeteria and restaurant settings. Our array of soaps and sanitizers are formulated to fight harmful bacteria, helping to protect your staff, customers, and restaurant's reputation. It's about more than preparing meals, it's about preparing for success.

For more information visit our website: [dialandpurex.com](http://dialandpurex.com) or call 1-800-253-3429

### Restrooms

**Dial® FIT® Manual Dispenser (Ivory)**  
 • Available in Ivory and White  
 • Available in 1.5L and 3L

**Dial® Clean + Gentle Manual Refill**  
 • Kills 99.99% of bacteria  
 • White foam cleans, hydrates, conditions, and deodorizes  
 • Dermatologist tested and Nonna® safe  
 • Gentle formula suitable for most skin conditions, including dry  
 • Available in 1.5L and 3L

**Renzi® Reaction Foam**  
 • Higher suds level of your soap with a cleaner that completely removes dirt and fingerprints  
 • Available in Pearl (2500-0400)

**Renzi® Adjustable Cones**  
 • Manual foam dispensing system for high-traffic restrooms or public spaces  
 • Adjust the cone to the level of hygiene desired for you  
 • Available in 1.5L and 3L

**Dial® Sensitive Skin Antibacterial Liquid Hand Soap**  
 • Kills 99.9% of bacteria in 15 seconds  
 • Gentle formula suitable for most skin conditions, including dry  
 • Available in 1.5L and 3L

**Dial® Germ Antibacterial Liquid Hand Soap**  
 • Kills 99.9% of bacteria in 15 seconds  
 • Available in 1.5L and 3L

### Kitchen Area

**Dial® FIT® Touch-Free Dispenser (Ivory)**  
 • Available in Ivory and White

**Dial Complete® FIT® Foaming Hand Wash Touch-Free Refill**  
 • Kills 99.99% of bacteria  
 • Hygienic foam, foam is 100% water and 0% soap or suds  
 • Specifically formulated for frequent hand washing  
 • Available in 1.5L and 3L

**Soft Scrub® Commercial Lowen Cleaner**  
 • All kind of surface cleaner  
 • Removes grease, soap scum, hard water and stains  
 • Available in different formulas, scents and sizes

**Soft Scrub® Cleanser with Bleach**  
 • Bleach cleans, disinfects, and whitens in one step to make surface sanitary  
 • Recommended for surfaces for 2 minutes with 2-3% of household bleach  
 • High-foam cleans and sanitizes surfaces  
 • Recommended for kitchen and bathroom

### Back Of House

**Purex 5 Gallon Mountain Breeze Liquid**  
 • Pleasant, clean, mountain breeze scent, refreshing fragrance for all day long  
 • Specially formulated to remove grease, dirt, and grime  
 • Available in 5 Gallon (2500-0400)

**all® Free & Clear Liquid**  
 • All purpose floor cleaner, cleans, disinfects, and deodorizes for all day long  
 • Kills 99.9% of germs and viruses  
 • High-foam cleans and sanitizes surfaces  
 • Available in 5 Gallon (2500-0400) and 1 Gallon (2500-0400)

**Combat® Roach Bait & Gel**  
 • Kills roaches and other pests  
 • Resistant to roaches that are carrying the bait  
 • Available in 12.5 oz. (2500-0400)

### Hand & Body Hygiene Solutions

**Touch-Free Foaming Hand Soap & Hand Sanitizer Dispensers and Refills**

1 Liter Dial® FIT® Touch-Free Dispenser Available in Ivory and Ivory

1.5 Liter Dial® FIT® Manual Dispenser Available in Ivory and Ivory

1.7 or 1.2 Liter Dial® 1700 Manual Dispenser Available in Ivory and Pearl

1 Liter Dial® Manual Liquid Dispenser (Sancho dispenser) 23400-03922 (Ice dispenser) 23400-03920



**Foaming, Liquid and Gel Hand Soap & Hand Sanitizer Trigger Pump**  
 7.5oz. 15.2oz (Foam), 10oz. (Liquid)

**Hand, Hair and Body 1 Gallon Refills**

### Laundry and Restroom Solutions



For more information visit our website: [dialandpurex.com](http://dialandpurex.com) or call 1-800-253-3429



# FOOD SERVICE SELL SHEETS

## HAND WASHING, HAND SANITIZING, NSF

### Turn the Dial on Hand Washing

Protect your Staff with Dial® Professional Foaming Soaps

**The Brands You Know. The Protection You Trust.**

Bacteria can be the worst enemy to the food service industry. The best way to fight off harmful bacteria is to eliminate it before it has a chance to spread. Dial® Professional can help. NSF E2 rated Dial Complete® and Dial® Clean + Gentle foaming hand washes kill 99.99% of bacteria encountered in away-from-home settings. And that's protection you can trust for your staff, customers and reputation.






**38%**  
Food workers with poor personal hygiene were contributing factors in up to 38% of foodborne illness outbreaks.

Dial® Detail

#### Tough yet Gentle

Just because our hypoallergenic foam soaps are tough on bacteria does not mean they are tough on hands. In fact, Dial Complete® is as mild as water itself and is specially formulated for frequent hand washers. And Dial® Clean + Gentle is specially formulated to hydrate and rinse clean without drying skin.

The Difference is Dial™



www.usa.gohydro.com/show-nsf-e2-or-e3-or-e4-and-e5-nsf.html

### Turn the Dial on Hand Sanitizing

No water. No soap. No problem.

**Strength Meets Convenience**

It's no secret that in the food service industry, proper hand washing is critical to helping stop the spread of harmful bacteria. But what about areas where it is not practical to have handwashing stations? That's where Dial® Antibacterial NSF E3 Certified foam and gel hand sanitizers can help. With wall-mounted, floor stand and tabletop dispensers, keeping your staff and guests safe from bacteria is as convenient as it is effective.





**Alcohol-based hand sanitizers can quickly reduce the number of bacteria on hands**

Dial® Detail

The Difference is Dial™



www.usa.gohydro.com/show-nsf-e3-or-e4-and-e5-nsf.html

### Turn the Dial on Confidence

The NSF Nonfood Compounds Registration Program

**Safety and Quality Assured**

Since 1999, the NSF® Nonfood Compounds Registration Program has helped manufacturers formulate and market safe chemical products for use in food and beverage processing facilities. Registration into the program ensures product formulations have been validated by an independent, third-party review for safety and non-toxic properties. Once a product meets NSF requirements, it receives a unique registration number and NSF registration mark.

When it comes to earning an NSF Registration, one size does not fit all. In fact, our hand soaps and sanitizers are registered in only two category codes: NSF E2 for hand soaps and NSF E3 for sanitizers. When it comes to killing bacteria in your facilities and restaurants, you need the confidence in knowing your hand hygiene products are protecting your staff, guests and reputation. You need Dial® Professional.







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www.usa.gohydro.com/show-nsf-e2-or-e3-or-e4-and-e5-nsf.html

# ▶ POSTERS

## WHEN TO WASH YOUR HANDS



### When to Wash Your Hands

1. Before, during and after preparing food
2. Before and after eating food
3. When moving from one prep station to another
4. After removing gloves
5. After handling meat, fish, poultry or produce
6. After touching your nose, eyes, ears or mouth
7. After using the restroom
8. After coughing, sneezing or blowing your nose
9. After taking a break
10. After handling soiled dishes, money or trash
11. After using any type of cleaning chemicals
12. Whenever they look dirty



### How to Wash Your Hands

1. Wet your hands
2. Lather with Dial® soap
3. Scrub your hands for at least 30 seconds
4. Rinse off the soap
5. Dry your hands



### Turn the Dial on Hand Hygiene

Handwashing is the first step in preventing foodborne illness\*



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\*<https://www.fda.gov/food/safety/food-handling-and-preparation/food-safety-basics/basics-handwashing>



The Difference is Dial™

Reinforce & Educate

# ▶ FOOD SERVICE PROGRAM PLACARDS – IN ENGLISH & SPANISH

Gire El Dial de La Higiene de Las Manos

## 5 Pasos para Lavarse Las Manos.

1. Moje sus manos
2. Enjabónese con jabón Dial®
3. Frótese sus manos durante por lo menos 30 segundos
4. Enjuague el jabón
5. Seque sus manos

La Diferencia es Dial™ 

www.usda.gov/Handwashing/la-manos-son-una-diferencia

Turn the Dial on Hand Hygiene

# 89%

In 89% of outbreaks caused by food contaminated by food workers, pathogens were transferred to food by workers' hands.

 You can make a difference. Wash your hands often.

The Difference is Dial™ 

www.usda.gov/Handwashing/turn-the-dial-on-hand-hygiene

Gire El Dial de La Higiene de Las Manos

## 30 Segundos

Frotarse sus manos con jabón Dial® y agua elimina las bacterias patógenas.

 Manténgase sano. Lávese sus manos.

La Diferencia es Dial™ 

Turn the Dial on Hand Hygiene

## 30 Seconds

Of scrubbing your hands with Dial® soap and water removes harmful bacteria.

 Stay healthy. Wash your hands.

The Difference is Dial™ 



Back of House Placards  
Front of House Clings



# TRAINING VIDEOS

1 for Foodservice & 1 for Food Processing

