**EMBARGOED UNTIL 9AM AEDT DECEMBER 9, 2021**

**Reckitt Introduces Dettol® Pro Solutions to Help Businesses in Australia**
**Protect People Outside the Home**

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**Sydney, Australia (December 9, 2021)** – Today, Reckitt, the makers of Dettol, officially introduces the nation to Dettol Pro Solutions – a business-to-business offering that helps businesses of all shapes and sizes protect customers and staff from the spread of germs.

Following on from the initial reopening of Australia’s international borders to citizens, permanent residents and their immediate family members after a 20-month ban on overseas travel, the launch of Dettol Pro Solutions is occurring at a time not long after Melbourne and Sydney emerged from extended lockdown periods. Despite differing experiences in each state and territory, the nation is on high alert as Australians adjust to the new normal. Consequently, there is an expectation that businesses will do their part as staff and customers demand higher standards in hygiene and cleaning both in and outside the home. Among Australian consumers, 78%[[1]](#endnote-1)1 are still concerned about germs. However, research demonstrates that 85% of businesses overseas believe that having the right products and processes for cleaning and disinfection is one of their most important job responsibilities, yet 70% do not have any specific expertise in this area.2

Dettol Pro Solutions addresses these needs by empowering businesses across a wide range of industries to take the appropriate hygiene measures to protect their staff and customers. It draws on Reckitt’s long-standing rigour and expertise. The program includes targeted cleaning protocols for high-traffic, high-touch areas, hygiene-centred messaging and hand hygiene solutions. Dettol Pro Solutions partners have access to the same trusted Dettol products such as Dettol Hand Sanitiser which kills 99.99% of germs. Other disinfectant products available via Dettol Pro Solutions which are listed in the ARTG include Disinfectant Biodegradable Wipes (AUST L 356611), Dettol Multipurpose Biodegradable Wipes (AUST L 356710) and Dettol Multipurpose Triggers (AUST L 368890).

Dettol Pro Solutions has already delivered successful programs for some of Australia’s most iconic organisations. Its partners include Cricket Australia, the MCG, Hilton Hotels and the Sydney Opera House, as well as shopping centres operated by Australian property group Mirvac, where Dettol germ protection

products and hygiene education signage have been installed to help stop the spread of germs. Notably, 68% of Australians are more likely to be confident in the level of hygiene of a business if they use Dettol which increases to 81% amongst those who are ‘hygiene driven’ when making decisions to visit a business.3

**Rahul Kadyan, Executive Vice President at Reckitt’s New Growth Platforms, says:** “Following an impactful launch in both the US and the UK, we’re proud to bring Dettol Pro Solutions into the Australian market. We recognise the increasing need to restore consumer confidence in workplaces — as well as travel, hospitality and leisure spaces, and it’s brilliant to be working with reputable partners to help enhance hygiene in their respective sectors. We will be harnessing our expertise across four key areas: tailored training and protocols for businesses; effective products that help to kill germs; innovative global logistics and servicing; and leveraging our brand power to help businesses clearly communicate the steps they’re taking to help make their spaces and teams clean and hygienic.”

When developing targeted cleaning and disinfection measures, Dettol Pro Solutions considers how customers move and interact within a space, with a focus on germ-hot spot areas within those locations. It then produces enhanced protocols and delivers training on when, how, and what products should be used to clean and disinfect.

The Dettol Pro Solutions program includes:

* **Use of Dettol’s trusted range of products which kill germs.** A majority of Australians remain concerned about germs while away from home. Yet research shows that 88% of Americans expect businesses to implement protective measures4. Therefore, it is paramount that businesses use effective and trusted products such as Dettol Hand Sanitiser and Surface Wipes. These products have been tested effective against germs.5
* **Dettol educational hygiene signage and iconic branding**, enabling businesses to benefit from Australia’s most trusted household cleaning products.6 The presence of Dettol-branded signage within businesses and their marketing enables owners to demonstrate their commitment to trusted cleaning protocols to help increase their customers’ confidence.
* **Delivery logistics for fast and reliable deployment across the country**, ensuring businesses have sufficient quantities of Dettol products to meet the standards set forth by the enhanced protocols and customers’ expectations.
* **Targeted hygiene solutions and training materials** developed around the high-traffic and high-touch areas of businesses. Cleaning and disinfecting protocols are combined with other appropriate measures, such as encouraging staff and customers to wash or sanitise their hands at critical times.

“For generations of Australians, Dettol has been entrusted with helping provide protection against germs inside of the home,” says **David Rankine, Regional Director of Reckitt Health, Australia & New Zealand.**“With Dettol Pro Solutions, we are able to extend that commitment to accompany them as they go about their daily lives against the backdrop of one of the toughest times in modern history.”

The new market announcement follows the considerable positive impact of Lysol Pro Solutions in the United States, as well as a successful launch of Dettol Pro Solutions in the United Kingdom. Having been the official hygiene partner at COP26, the program’s protocols and products helped protect over 25,000 daily delegates from the spread of germs while attending the global climate change conference.

For more information on Dettol Pro Solutions and to inquire about joining the program, head to [Winc](https://www.winc.com.au/campaign/dettol-return-to-work).

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For all PR-related inquiries including requests for interview, images and partner case studies, please contact:

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**ABOUT RECKITT**

Reckitt\* is driven by its purpose to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone. Reckitt is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite, Air Wick and more. Twenty million Reckitt products a day are bought by consumers globally.

Reckitt’s passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 40,000+ diverse and talented colleagues worldwide. For more information visit [www.reckitt.com](https://www.reckitt.com/).

*\*Reckitt is the trading name of the Reckitt Benckiser group of companies*

 **ABOUT DETTOL® PRO SOLUTIONS**

Reckitt’s Dettol Pro Solutions harnesses the power of the same trusted Dettol products to help protect businesses and public spaces from the spread of germs. In today’s world, consumers have increased hygiene expectations which makes germ-protection more critical than ever. The comprehensive approach from Dettol Pro Solutions incorporates protocols and training, Dettol and Dettol branded marketing materials and signage. Dettol Pro Solutions empowers businesses to demonstrate to their staff and customers a commitment to providing a trusted standard for protection.

**References:**

1. 1 Reckitt Toluna Tracker, Wave 16 (6/7/2021-6/13/2021)

2 B2B SME U&A Study, December 2020

3 Kantar, September 2020. A study prepared for Dettol at Reckitt to understand the Australian consumer mindset and role of Dettol during COVID-19, n=1007

4 Reckitt survey, US March 2021 via AskSuzy, n=500

5 When used as directed

 6 https://www.trustedbrands.com.au/brand-showcase/dettol.asp [↑](#endnote-ref-1)