



PAPER TOWELS VERSUS CLOTH ROLL TOWELS

Features and Benefits

These factors should be considered in selling paper towels against cloth:

Sanitary	Standardized sizes/counts
Cost savings	Maintenance
Compactness	Inexpensive equipment
Reduced stub roll waste	Disposable
Individual towel	Convenience
Safety	Washroom traffic
Run-out	No wasted toweling
Space savings	Loading efficiency
Storage	People simply prefer paper
Cross contamination	

Sanitary

Each hand dry is fresh and clean, no new toweling in close proximity to soiled and used.

Cost savings:

Do a cost in use study. There are more paper towel hand dries per cabinet filling. Individual dries cost less. There is no laundry charge, storage cost or rental fee. Dispenser cost is minimal.

Standardized sizes/counts:

Paper towels have guaranteed sizes and counts for greater overall value. (Cloth rolls are often cut to remove soiled or frayed sections---reducing the roll length and influencing cost).

Disposable:

Savings in maintenance time results. Unlike cloth, there is no counting, collection and storage of used product. Paper is biodegradable for complete disposability.

Maintenance savings:

There are fewer refills----paper can provide 4 – 5 times the number of hand dries per cabinet filling. Special trips to service dispensers are minimized.

Run-out

The risk of paper run-out is slight due to the greater number of hand dries in each paper towel dispenser.

Compactness----storage:

Hardwound roll towels, for example, are tightly wound and closely packed resulting in optimum use of storage space.

Storage:

Paper cases stack very easily and are self-supporting for savings of valuable storage space. More hand dries per cubic foot. And, there is no unsanitary storage of used rolls.

Inexpensive equipment:

The small cost of dispensers makes ownership very reasonable and towel savings start immediately.

Reduced stub roll waste:

Greater economy. Fewer rolls are needed; therefore, fewer stub rolls occur.

Individual towels:

There is greater satisfaction and confidence with a personal and individual paper towel. Users simply prefer the convenience and cleanliness of a personal towel.

Selling options

There are choices with paper to meet with specific needs: a selection of roll lengths, white or natural, embossed or non-embossed, roll widths, type of dispenser delivery systems and thickness or weight.

Uniformity:

Each paper towel represents consistent and reliable quality, assuring continued excellent performance for economy. Factors such as weight, absorbency and strength are always consistent for added economy.

Convenience:

Paper provides comfort and convenience----dries both the face and the hands. Certainly, it is much easier to dry the face and, quicker drying.

No wasted toweling:

At the start up----cloth must be threaded and looped----wasting as much as 3 feet of toweling. Paper towels start immediately with no waste.

Safety:

Paper tears before a potential problem arises. (Just check the plate attached to the back loop on most cloth machines and read the warning)

Loading efficiency:

Janitorial and maintenance costs are lessened, simple and quick loading of paper dispensers contrasted to the lengthy loading time for threading and starting cloth rolls. Gravity fed folded towel dispensers offer low equipment maintenance and assures uninterrupted service.

Cross contamination

There is a risk of contacting a cloth area already used by a previous person. This is avoided with a paper service.

Space savings:

A cloth machine with its cloth loop takes up considerably more wall space as opposed to paper dispensers. And, due to the limited number of cloth dries per dispenser filling, more cloth machines are needed to equal the hand dries in paper dispensers.

Faster washroom traffic:

With paper there is no waiting time or washroom congestion for convenience and user satisfaction and, probably labor savings.

Demonstration

Secure cloth rolls to show splicing, stains, shorter rolls, varying diameters and absorbency of synthetics. Do a cost in use study when local cloth costs are available for the review. Use a display that shows the number of cloth rolls needed to equal the hand dries in one roll of paper. Unroll a cloth roll to show actual footage---- mention what the local standard is for footage per roll. This is probably in the 100' to 125' length.

Summary:

Determine, locally, the cost or rental charge per cloth roll. Also, ascertain the average roll length. These factors will enable a cost determination per hand dry and, therefore, a comparison to the cost per paper hand dry. Cloth rolls can vary and, more usually, are in the 125 feet length. Each pull may be 8" but, frequently, "courtesy" pulls are made extending a hand dry to 12". That results in a small number of hand dries per cabinet filling. Compared to a multifold dispenser with about 225 hand dries or a hardwound 800' roll representing over 600 hand dries with each loading. Emphasize sanitation and user convenience. Also stress that paper acceptance is readily apparent with the overwhelming presence of paper over cloth. There are hidden costs to discuss: counting, sorting and storage of both clean and soiled clothe rolls.