

# THE 3 C's OF RESTROOM CARE

Paying attention to small details can create an exceptional restroom experience and increase customer loyalty

## Cleanliness

According to a Cintas survey, 94% of U.S. adults would avoid a business if they encountered a dirty restroom.

**TIP #1:** 93% of Americans cite dirty or sticky floors as an indicator of a dirty restroom, so focus on keeping floors clean!

**TIP #2:** Make sure your restroom supplies are fully stocked to ensure efficient and timely cleanings, and to keep users' experience positive.

**TIP #3:** Don't forget odor control! It's proven that customers notice and are heartened by clean, fresh-smelling environments. Harmonize scents in your restrooms and entire facility so users experience a consistently pleasant smell.

## Creativity

When it comes to restroom design and aesthetics, the more inventive, the more memorable and exceptional the experience!

**TIP #1:** Creativity in restroom design is a unique way to incorporate your brand and create a distinct experience for customers that allows you to stand out amongst competitors.

**Think you have an innovative restroom design?**  
Enter Cintas' America's Best Restroom Award at [www.bestrestroom.com/us/](http://www.bestrestroom.com/us/).

## Color

Colors liven up a restroom experience, enhance your business' image, and is another way to creatively incorporate your brand in an unexpected place.

**TIP #1:** No matter your budget or business type, adding color to your restrooms is easy and inexpensive.

Think about using:

- ❖ colored dispensers and partitions
- ❖ textures and patterns
- ❖ adding wall art and accent decor
- ❖ adjusting lighting to create a softer colored ambiance