

News Release

The Procter & Gamble Company
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P&G Professional™ Survey Reveals Cleaning Industry is Surviving Tough Economy by Improving Efficiencies with Reduced Staff and Multipurpose Products

Versatility and Quality Best Define the Value of Cleaning Products

CINCINNATI, Sept. 27, 2011 – Procter & Gamble Professional™, the away-from-home division of Procter & Gamble, today released the findings of its national “2011 Cleaning Industry Insights” survey, which queried 400 cleaning industry professionals and decision makers. The survey’s findings revealed that in today’s economic climate, the preferable action (reported by 75 percent of total respondents) to improve their business’ bottom line would be to ‘find ways to become more efficient’; compared to 20 percent who would prefer to ‘raise prices for clients or customers.’ Six out of ten respondents indicated their business has taken a ‘doing more with less approach’ within their organization by ‘doing more or the same amount of work with fewer employees.’ The other four out of ten respondents indicated they’ve taken this approach when it comes to internal products and services, such as using multiuse cleaning products.

P&G Professional launched the survey to explore the perceptions, attitudes and behaviors, as they relate to the current economic climate, of decision-makers managing in-house or contract cleaning services in the healthcare, food service, hospitality/lodging and commercial industries.

Certainly in today’s economic climate, ‘value’ is a key consideration for any decision-maker and there are various ways of defining the value of products and services. Nearly half of the survey’s respondents (48 percent) indicated ‘versatility of use’ as best defining value. Nearly as many respondents (40 percent) selected ‘high-quality or effectiveness,’ compared to just 13 percent who selected ‘low price’ as best in defining value when it comes to the cleaning products they use within their business .

“Our team at P&G Professional was pleased to see that value was defined by our customers as high-quality and versatility of use, because that’s exactly what we have always aimed to provide,” said Chris Vuturo, external relations manager, P&G Professional. “Customers don’t have the time or money to repeat processes or buy more products than they need, so we design complexity out and instead develop products and solutions that get it right the first time. For example, our Spic and Span All Purpose Disinfecting Spray and Glass Cleaner provides a powerful 3-in-1 formula that cuts grease, disinfects and leaves stainless steel and glass virtually streak free.”

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Achieving Efficiencies Good for Business

Across multiple survey questions in P&G Professional's "2011 Cleaning Industry Insights" survey, the results suggest that cleaning professionals are interested in improving efficiencies. Specifically, three out of four respondents would rather 'find ways to become more efficient' than 'raise prices for their customers' in order to improve their bottom line. In an environment where raising prices doesn't seem to be a preferred option, it's not surprising that a mere 15 percent reported 'making a profit' as the most important factor for their business right now. Further, when asked what their business had cut back on as a result of the economic climate, close to one-third of respondents (28 percent) reported their business has cut back on 'staff, such as laying off employees.'

According to 83 percent of survey respondents, cleaning professionals or those they report to have been under pressure to control costs over the last 12 months. The good news is that 83 percent of those surveyed also reported being effective in this area over the past 12 months. Similarly, when asked about how efficient their business has been in the last 12 months, thinking exclusively about cleaning operations, 83 percent of survey respondents reported being at least somewhat effective.

Additional Survey Highlights

- **Customers are King:** The most important factor for businesses right now selected by three of the four industries surveyed, is 'keeping customers satisfied,' (selected by 33 percent overall) followed by 'growing the business' (23 percent), and 'being as efficient as possible with their current resources' (17 percent).
- Surveyed professionals indicated they would rather 'find ways to become more efficient,' than 'raise prices for clients or customers,' by a margin of more than three to one (75 percent versus 20 percent.)
- **Getting the Job Done the First Time:** Forty-seven percent of respondents reported that the most helpful element when it comes to performing their cleaning services would be 'products that get the job done the first time.' 'Products that work quickly' (30 percent) and 'a simpler routine that all staff can get accustomed to' (25 percent) round out the top three most helpful elements according to respondents.
- **Training Needed:** One in four respondents selected training as one of the top three challenges with managing a cleaning staff today. Trailing only "quality of work (selected by 60 percent)", "lack of interest/motivation/dedication" (54 percent) and "employee turnover" (36 percent).
- Although training challenges differ across industries and businesses, the overall top four challenges or obstacles to effective cleaning-related training include 'loss of work productivity,' (selected by 18 percent of respondents) 'availability of qualified training leaders,' (18 percent) 'language differences' (17 percent) and 'actual cost of training' (13 percent).

P&G Professional Training Helping Improve Operational Efficiency

After 25 percent of respondents selected training as one of the top three challenges with managing a cleaning staff today, more than three out of four survey respondents (77 percent) also reported that they believe employers are most responsible for training cleaning staff to best perform their duties.

Consistent with these results, in order to help employers and cleaning professionals overcome the obstacles associated with training, P&G Professional has worked hard to partner with customers to address the various challenges they face with easy-to-use, multipurpose products that help make training simple and cost-effective.

P&G Professional also offers one-on-one customized consultations as well as a wealth of online resources, including webinars, educational presentations and tips, and a series of soon-to-be-announced training videos that will cover topics, including floor care, sanitation essentials, restroom cleaning, and green cleaning, to name a few. The online training program will provide a multiple choice quiz with each video to allow employers to track their staff's progress and can be customized to meet specific training needs.

These are some of the findings of an Ipsos survey conducted June 15-20, 2011. For the full report of the survey, visit: <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=5329>.

About P&G Professional

Procter & Gamble Professional™ is the away-from-home division of Procter & Gamble, serving the foodservice, building cleaning and maintenance, hospitality and convenience stores industries. P&G Professional offers complete solutions utilizing its parent company's scale, trusted brands and strengths in market and consumer understanding. P&G Professional features such brands as Tide®, Dawn®, Mr. Clean®, Febreze®, Swiffer®, and its own brand, P&G Pro Line®. Please visit www.pgpro.com for the latest information about P&G Professional's solutions.

About Procter & Gamble

P&G touches and improves the lives of about 4.4 billion people around the world with its portfolio of trusted, quality brands. The Company's leadership brands include Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, and Ambi Pur®. With operations in about 80 countries, P&G brands are available in more than 180 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

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