

Sani-touch: Leading the way in sustainable and circular cleaning and hygiene

Supermarket & Retailer talks to Annette Devenish, Marketing Director for Sani-touch



S&R: What sets your company apart from competitors in your industry?

As market leaders, Sani-touch continues to find ways to maximise efficacy in cleaning and sustainability with new substrate technology.



Sani-touch is best known for its Saniwipe disposable wipes, typically found in public places such as retail store entrances while our Medi-wipe high alcohol wipes have long been trusted by medical professionals in healthcare facilities across the country.

What sets us apart is that we would never consider a one substrate, or one fluid base formulation approach across all products. For example, our Saniwipes and Medi-wipes differ vastly in the type of substrate used as well as formulations with each required to be fit for purpose from a usage, efficacy and cost perspective.

S&R: How has your company evolved to maintain leadership in the industry?

Sustainability is playing an increasing important role when buying decisions are made, including when it comes to professional cleaning wipe products. To meet ESG targets, issues such as waste, biodegradability and recyclability all play a role in buying decisions. However, efficacy and

cost are ultimately the deciding factors with most buyers reluctant to pay more for greener solutions.

With extensive experience of the local market, Sani-touch is committed to finding sustainable market solutions and as such makes significant investments in research and development.

S&R: What are the key challenges currently facing your industry, and how is your company addressing them?

One of the biggest challenges facing the cleaning industry is how to reduce the environmental impact of the products they use while maintaining maximum efficacy and minimising costs.



Transform any garden into a birdwatcher's paradise with an eco-friendly Bird Feeder by Hudson, crafted from recycled Saniwipes and designed to support local enterprise development. It's an ideal gift for nature lovers, offering beauty and sustainability all in one.

In a first to market, Sani-touch has initiated several innovative solutions to keep wipes and cloths out of landfill by designing circular recycling initiatives for these products. These initiatives have also created jobs and opportunities for small businesses.



S&R: How does innovation play a role in your company's success?

Staying ahead of the curve. Sani-touch's Saniwipes, for example, are made from inexpensive plastic-based polypropylene. Converting these wipes to green has allowed recyclers to easily identify them and put them into the correct recycling streams. In fact, the entire container including the labels and catches have been converted to the same type of plastic material so that 100% of the product is recyclable.

We then introduced a simple return system at retailers to ensure that the entire container ended up being sent for recycling. We then found small producers who could design and create products from the recycled materials. Through out-of-the box thinking, empowerment and education we are creating a rapidly growing end market.



S&R: What investments is your company making to secure future growth?

Sani-touch has invested in various new plastic-free substrates such as biodegradable 100% wood pulp fibres. Leaving nothing to chance, we have tested the ability of these substrates to biodegrade in active compost heaps.

When it comes to cleaning and disinfecting, the emphasis is not only on the substrate but also on finding greener solutions that increase the efficacy of the wipes and cloths.

S&R: How do you as a company maintain a competitive edge?

Due to the superior strength and absorbency of fibre blends these combination substrates are age old favourites in the production of wipes and cloths, however they are an environmental hazard as they are not able to be recycled or able to biodegrade. This has led to a plastics ban in wipe substrates in many 1st world countries.

Aligning ourselves with global standards, sustainability underpins everything we do at Sani-touch to the extent that wherever possible our products have been redesigned to be either 100% biodegradable or 100% recyclable, with packing incorporating recycled content.



Zonki colour coded cloths.



Sani-touch has produced colourful bean bags stuffed with recycled materials, including used and cleaned cleaning cloths and polypropylene pellets. These eco-friendly bean bags are donated to early childhood development centres in underserved communities, helping kids improve their motor skills, coordination, and more.

Our polyester fabric substrates as used in our Zonki cloths and Medi-wipes also contain recycled material content. With the New Sula microfibre cloths, manufactured using 100% recycled GRS-certified content from PET bottles.

S&R: What role does sustainability and social responsibility play in your company's overall strategy?

As polyester recyclers are difficult to find in South Africa, we are re-purposing all polyester factory waste into bean bags that are then donated to early childhood development and occupational therapy centres across the country.

Our sustainability efforts have in turn contributed to empowering people and small businesses, making a positive economic contribution to South Africa's future.

S&R: What is your vision for the company's future in the next 5-10 years?

Ultimately, our vision at Sani-touch is to continue to find innovative and sustainable solutions for the South African market including creating cleaner greener solutions for everyday cleaning, while ensuring that they are able to maintain high levels of hygiene.

We are creating an effective circular recycling system to ensure that even single use products remain environmentally neutral.



Sani-touch has contributed R150 000 worth of products to Hotcares, a non-profit organisation answering much-needed calls for help across the four pillars of Humanitarian and Welfare, Animal Welfare, Education and Medical. Sani-touch takes pleasure in collaborating with such an amazing group of individuals, and to know that their donations are making a genuine impact.



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