



Braehead Shopping Centre reduces washroom costs whilst increasing operational efficiency and customer satisfaction

Braehead Shopping Centre is Scotland's largest shopping centre, welcoming over 15 million visitors per year.

The high footfall was putting strain on the washroom facilities, and staff found themselves constantly having to replenish tissue products, and often finding empty dispensers which was leading to low customer satisfaction.

After meeting with Wilson Washroom's, a leading cleaning and janitorial distributor, Braehead were presented the North Shore Orbit toilet tissue dispenser, a 4-roll high capacity dispenser.

The innovative Orbit dispenser was perfect for the requirements of the facilities, with dispensers holding 2,500 sheets of 2 ply recycled tissue. It features an 'infinity system' also allowed for replenishment of new rolls without incurring waste.

After a short trial, the benefits were clear to see and the range was rolled out across all washroom facilities.

The Braehead Shopping Centre team commented:

"We welcome over 15 million visitors to our shopping centre every year, and ensuring the highest level of washroom service is paramount to the customer experience here at Braehead. We previously used a combination of mini jumbo and bulk pack tissue products, but this caused us operational problems and lead to customer dissatisfaction. The North Shore Orbit dispenser perfectly handles our high footfall requirements, and means that we can replenish our facilities at the start of the day and not worry about run-out for the whole day. Our washroom schedule can now focus more on cleaning and other tasks.

The infinity roll system has also reduced our waste, and we no longer have to deal with messy washrooms like we did previously with our bulk pack tissue.

Being in constant use requires a robust construction, and the North Shore dispenser is more than up for the task, and has been very reliable for us.

We really liked the quality of the recycled tissue and the sustainability credentials that the manufacturer has offered to us.

Most importantly, we have also seen a reduction in our washroom costs at Braehead, with our toilet tissue spend now reduced by around 20%."

Key Points

Customer: Braehead Shopping Centre, Glasgow

Facilities: Multiple washroom facilities servicing a shopping centre with over 15 million annual visitors

Purchase Driver: Cost savings, improving operational efficiency, stopping run out.

Previous Product: Mini jumbo & bulk pack toilet tissue

North Shore Product: Orbit tissue dispenser & 2 ply recycled tissue

Results: Circa 20% cost savings, reduced waste, increased product availability & reliability

