



OFFICE

# Topline Trends



## How Will Work Work Now? COVID-19, the 6-foot office and heightened consumer hygiene/sanitation concerns.

**Job #1:** Implementing safe social distancing and proper hygiene practices building-wide is imperative to reassuring anxious employees returning to work.

### The “new normal”, by the numbers:

- **73% of employees** are concerned about illness spreading in their office.
- **47% of employees are concerned** that their office building will not take adequate steps to ensure a hygienic work environment.<sup>1</sup>
- **Remote working will likely increase**, which may reduce occupancy and impact PM’s and BSC’s bottom line.
- **When someone brings a virus to the office**, ≈50% of commonly touched surfaces become infected by noon, according to University of Arizona.<sup>2</sup>

<sup>1</sup>GP PRO Proprietary Research: PRO-20-4515, 2020.

<sup>2</sup>University of Arizona study <https://uanews.arizona.edu/story/germs-spread-fast-at-work-study-finds>



**73% of employees are concerned about illness spreading in their office<sup>1</sup>**

### BUSINESS IMPACT

## Lost Productivity, Tenants and Revenue:

What’s at stake if you don’t amp up office sanitizing/disinfecting?

### For Occupants:

- For a 2000-person office, that amounts to ~\$1MM. If you can help keep your employees productive and well, can you really put a price on an investment in enhanced cleaning, sanitation and disinfecting?<sup>3</sup>

### For Property Managers:

- **Loss in Rent:** national average is ~\$30/sq.ft. (Class A buildings) and ~\$20/sq.ft.<sup>4</sup> (Class B buildings)
- **Marketing cost:** can amount to almost ~\$1/sq.ft.<sup>5</sup>
- **Leasing commissions:** brokerage fees for a new 7-year lease are 6%, and are set at 4% for renewal.<sup>5</sup>
- **Tenant Improvement allowances:** ranges from \$30-50+/sq.ft., depending on type of office build-out.<sup>5</sup>
- **Admin. & cleaning:** rental contract processing and upkeep/repair costs before property can be re-leased.

### For Building Service Contractors:

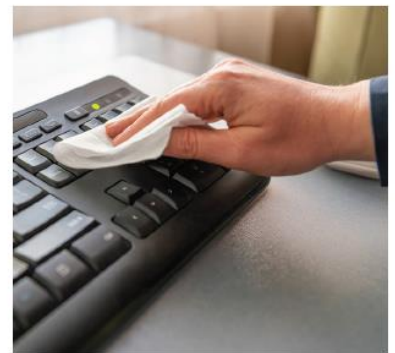
- **Staff safety and absenteeism:** Since custodians are more exposed to germs, they have a higher likelihood of missing work.<sup>6</sup>
- **Cross-contamination risk:** High-contact surfaces and germ hotspots like restroom door handles, desks and exposed bulk cutlery in break rooms can elevate germ spread.<sup>6</sup>

<sup>3</sup>GP PRO Proprietary research PRO-20-4515, 2020.

<sup>4</sup>Source: Costar.

<sup>5</sup>GP PRO POV based on expert calls with Property managers.

<sup>6</sup>GP PRO Proprietary research with Property managers and Building Service contractors, 2020



## OPPORTUNITIES AHEAD

### You Need Solutions. GP PRO Can Help.

From restrooms to break rooms, common areas to lobbies, our systems give you a holistic advantage when it comes to proper hygiene.

#### Enclosed and Touchless Dispenser Systems: Restroom, Break Room Cafeteria and Lobby



##### Your hygiene advantage:

- Enclosed, touchless systems help prevent cross-contamination and reduce touchpoints.
- Paper towels can ensure more efficient hand drying than air dryers.
- Pre-packaged cutlery refills minimize touchpoints for loading.
- Intuitive design and efficient rolls make towel and napkin dispenser refills easy.

#### Soap and Sanitizer Systems Building-Wide: Restroom, Lobby, Break Room and Cafeteria



##### Your hygiene advantage:

- Well-placed hand hygiene systems can encourage increased hand washing/sanitizing.
- High-capacity systems with controlled output can help minimize change-outs.
- Foam sanitizer that kills 99.99% of common germs aligns with CDC guidelines for hygiene protocol.

#### Single-Use Disposables to Help Reduce Cross-Contamination: Break Room and Cafeteria



##### Your hygiene advantage:

- Disposable plates, cups and utensils (vs. permanent-ware) can help prevent cross-contamination and minimize personal contact.
- Disposable cleaning towels, roll towels and sanitizing wipes can more effectively reduce germ spread than reusable rags.

\*Huang, C., Ma, W., & S Tack, S., August 2012. "The hygienic efficacy of different hand-drying methods: a review of the evidence." Mayo Clinic Proceedings, 87 (8), 791-798. Doi: 10.1016/j. Mayo cp. 2012.02.019



OFFICE

# Topline Trends

### One Source, Countless Benefits

PMs and BSCs looking to save time and money, and reduce complexity, can consolidate solutions with GP PRO:

- One source for sales support
- One common look
- One key for all dispensers
- One installation process

### Support for Success

As you take next steps, we encourage you to reference one of these useful guides to assist in your planning:

- [Guidance on Preparing Workplaces for COVID-19 \(OSHA/CDC\)](#)
- [Office Hygiene Checklist \(GP PRO\)](#)

Here's to helping you develop a safer, more hygienic operation! Please contact your GP PRO representative for additional support and assistance.



ARE YOU HYGIENE READY?

[gppro.com](http://gppro.com) | 1-866-HELLOGP (435-5647)

References to third party materials are for educational purposes only. Use of these materials, including any links to the websites, does not imply any relationship, affiliation or endorsement by the CDC or the United States Government.

©2020 GP PRO. All rights reserved. All trademarks are owned by or licensed to Georgia-Pacific Consumer Products. 20\_256001\_01\_R2



## Georgia-Pacific