Substitution strategy of a manufacturer of disinfectants

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Certainly you are familiar with this situation.

Before taking a blood sample the injection area has to be disinfected to avoid any infection caused by germs present on the surface of the skin which might enter the body at the injection point.

Staphylococcus epidermidis
Certainly you are familiar with this situation

Question:

During your last visit to a doctor, how long did it take between disinfection of the skin and taking the blood sample?
Certainly you are familiar with this situation

- Alcohol, which is the active ingredient in a skin disinfectant, needs 30 seconds to kill all germs.

This simple example shows the importance of service and consultation in the usage of disinfectants.
Who is schülke?

- Founded in 1889 for the sale of the first packaged, branded preparation for disinfection: LYSOL.
- A European leader in certain areas of infection control
- Employs more than 560 employees worldwide
  - Subsidiaries in Austria, Benelux, France, Italy, Poland, Switzerland, United Kingdom, USA, Malaysia and Singapore
- Turnover 2007: Ca. 130 M €
- In 1996 it was one of the first chemical companies in Germany to be validated according to EMAS
- Certified according to ISO 14001
- Member of the Air Liquide group
Located near Hamburg, Germany

- Further information: www.schuelke.com
Important facts for disinfection

• Disinfectants make an active contribution to the fight against infections and therefore protect the health and the lives of humans.

• The use of disinfectants in Europe is strictly controlled by a large variety of regulations, e.g. for drugs, medical devices and biocides.

• As a result of their biocidal nature, disinfectants are often hazardous substances and can have an adverse effect on the environment.

• Disinfectants are consumables.
Objective
- Manufacture and sell disinfectants

Strategy
- Develop highly effective disinfectants
- Increase turnover and profit by expanding the usage of disinfection at customer’s site

Problem
- Customer is on his own with
  - Right choice and application
  - Impact on employee safety
  - Fulfillment of legal requirements
  - Adverse environmental effects
Schülke’s approach

Objective
• Expert for implementing and maintaining high-level hygiene conditions

Strategy
• Increase turnover and profit by providing services, consultation and reorganization of related customer processes as well as sales of necessary disinfectants and application tools
• Develop highly effective disinfectants

Benefits
• Good hygiene conditions
• Reduction of infection rate
• Safe handling of disinfectants in accordance with legal requirements
• Minimizing adverse effects on the environment
Foundation of OPAL (1999)

- Consultancy for hygiene and quality management
- Academy for education and training of hospital staff
• Intensive customer consultation regarding selection, dosage and dosing tools of the right disinfectant
Customer support

- Customer consultation to fulfill legal requirements related to hygiene
  - Hygiene regulations
  - Safety and chemical regulations
  - Environmental protection
- Providing service tools
  - Hygiene plan
  - Disinfection plan
  - Skin protection plan
- Comprehensive and updated information regarding hygiene issues via Internet with 24 hours availability
• Comprehensive and updated information regarding hygiene issues via Internet
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# Hautschutzplan – Medizinische Bereiche

<table>
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<th>Hautgefährdung durch</th>
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<td>vor hautgefährdender Tätigkeit, nach Pausen oder zwischendurch</td>
<td>Sensiva Pflege-Emulsion Esemian Körperlotion</td>
<td>Sensiva Waschlotion Esemian Waschlotion</td>
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<td>Feuchtigkeitsstau und Hautaufweichung, z.B. beim Tragen von Handschuhen</td>
<td>Sensiva Schutz-Emulsion O/W Esemian Handemulsion Esemian Hautbalsam</td>
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<td>Sensiva Regenerationscreme Sensiva Pflege-Emulsion Esemian Körperlotion</td>
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<td>Nichtphysiologische Besiedlung der Haut, z.B. Bakterien, Pilze, Viren</td>
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*Grundlagen sind: Gefahrstoffverordnung TRGS 401 und BGR 197 der Berufsgenossenschaften.
* Der Einsatz von Schutzhandschuhen gemäß Betriebseinschränkung nach § 14 GefStoffV und BGR 195 ist zu beachten.
* Hautschutz soll ein Eindringen von Schadstoffen in die Haut möglichst gut verhindern und die Hautreinigung erleichtern.
* Hauptpflege unterstützt die natürliche Regeneration der Haut.
Taking over responsibility for hygiene conditions in a German hospital for two years

- Providing service
- Training of staff
- Making decisions regarding the use of disinfectants
- Implementing processes
- Monitoring key performance indicators

Project partners:

- University Medical Center, Freiburg
- Deutsche Bundesstiftung Umwelt
  (German Federal Foundation for the Environment)
Abstraction of the business objective can help enterprises to adapt to future requirements early and to minimize adverse effects in terms of safety and environmental protection.
Conclusion

Thank you for your attention!

Comments and questions are welcome!

Don‘t forget to ask your doctor or nurse to take the 30 seconds into account!