

Survey 'flushes out' restroom concerns among facility managers

MENOMONEE FALLS, WIS. — Besides a building's entrance, facility managers say restrooms have the greatest potential to negatively impact a visitor's impression of their facility. A recent survey of International Facility Management Association (IFMA) members commissioned by Bradley Corp. also reveals that durability, cleanliness and ADA-compliance are top priorities with regard to restrooms.

According to the online survey of more than 600 IFMA members, nearly three-quarters of respondents believe their restrooms are the most frequently visited common areas of the building. Given that restrooms are so

frequently used, and can greatly affect visitors' experiences in a facility, it makes sense that 85% of facility managers feel durability is the most important design attribute.

Among other key findings:

- Restrooms are a target for facility complaints, ranking near the top with parking and temperature issues.
- Users are most concerned with restroom cleanliness.
- Hands-free/sensor technology is the most popular design trend.

Almost half (44%) of facility managers believe restroom users are most apt to notice and complain about restroom cleanliness than any other factor. Empty dispensers (21%), odor

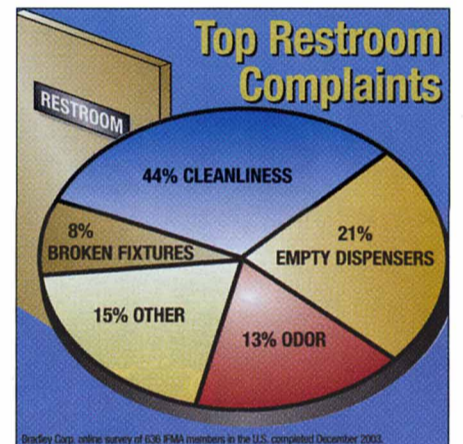
(13%) and broken fixtures (8%) were also mentioned.

While facility managers feel durability is the most important design attribute, ease of cleaning and ADA compliance were not far behind at 84% and 80%, respectively. Low maintenance is also important for restrooms, particularly for health care and transportation-related facilities.

The findings suggest facility managers' priorities shift significantly based on their industry. Staff at schools and universities, for example, were twice as likely as others to rank vandal-resistance as a top priority, while hotels and hospitality



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facilities felt color and design were more critical.

"IFMA members have confirmed what we've been saying for some time about the value of well-designed restrooms," says Jon Dommissie, director of corporate marketing for Bradley Corp. "We understand the importance of providing aesthetically pleasing, functional washrooms. We are continually working to design innovative and durable products that cost-effectively meet these needs."

Users are most likely to notice and complain about restroom cleanliness. Looking at design trends, most facility managers believe hands-free technology is the most popular. It seems automated fixtures are also "must have" technology for the majority of facilities, and many already have them in place. Sixty-percent of those surveyed say they have automated scent dispensers and 47% have automatic flush valves. Nearly a third have sensed lighting and hands-free faucets in place. Durability, cleanliness and ADA compliance rank at the top of restroom priorities.

For more information about the survey, visit www.ifma.org or www.bradleycorp.com.

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