



BUILDING VALUE SINCE 1906

News Release

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Bobrick Launches New Initiative Designed to Easily Upgrade Restrooms

Accessories offer easy-to-install, cost-effective and hygienic solutions

NORTH HOLLYWOOD, CA, February 15, 2023 – Bobrick Washroom Equipment, Inc., an industry leader in product innovation, announced the launch of a new initiative that features four accessories that make it effortless for facility managers to update their restrooms. These four products are touchless, hygienic, durable, easy to maintain, and most important, do not come with proprietary contracts, which can be limiting and expensive.

The **SureFlo® Automatic, Top-Fill Bulk Foam Soap Dispenser** is specifically designed to fit into existing industry standard 1" diameter counter holes. It's as simple as pulling out the old manual dispenser and replacing it with the SureFlo® soap dispenser. The dispenser's top fill function with an integrated funnel makes it very easy to fill and clean, and it eliminates the need to go under the counter to refill or change soap cartridges. Most important, the SureFlo® Automatic, Top-Fill Bulk Foam Soap Dispenser is compatible with any foam bulk jug soap available on the open market, which may provide soap cost savings of 80% or more.

Bobrick's redesigned **Automatic, Universal Roll Towel Dispenser** features a streamlined appearance and improved operation. The sleek design makes for an attractive unit, and the new and intuitive, patron-friendly LED light clearly directs users to the towel activation zone, eliminating hand waving frustration. The Automatic, Universal Roll Towel Dispenser comes in a variety of profiles that can fit any project's needs. This product is a key element of a well-designed, high-functioning, hygienic restroom that will stand the test of time.

The **Bobrick Falcon Urinal Conversion System** converts manual flush urinals into a touchless operation, which helps facilities dramatically reduce water usage by 95-99% and provides an upgrade in hygiene. The system can be fully equipped on qualified urinals in less than 30 minutes and does not need to be installed by a tradesperson. The Falcon Urinal Conversion System's waterless cartridge limits oxidation and odor as well as bacteria and plume.

The modern **PureDri Sanitizing Hand Dryer** dries and sanitizes hands, while also providing air sanitization to the room. The PureDri uses a germicidal UV lamp that inactivates all microorganisms and is proven to eliminate 99 percent of bacteria, viruses, mold and fungi by providing hands with an additional blast of super-concentrated ionized air following the dry time, while delivering continuous sanitization in rooms up to 270 square feet. Installation takes only minutes since the PureDri is placed over the existing dryer space. The unit also requires only one simple UV lamp change per year.

To help facility managers assess their top restroom needs, Bobrick representatives are available to conduct restroom audits to evaluate a facility's most pressing restroom problems and identify ways to improve restroom hygiene and performance and reduce operating costs. To learn more about Bobrick's new initiative and to request an audit, visit: [Bobrick.com/easy-upgrade](https://www.bobrick.com/easy-upgrade)

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About Bobrick Washroom Equipment, Inc.

Bobrick Washroom Equipment, Inc. is a 117-year-old global washroom accessory, toilet partition and child accommodation company headquartered in North Hollywood, California, with seven manufacturing divisions across the United States, Canada and the United Kingdom, and trading relationships that extend into more than 100 markets worldwide. A leader in product innovation and manufacturing, Bobrick prides itself as a company that delivers best-in-class products and service, while fostering an environment of collaboration and continuous learning. For more information, please visit www.bobrick.com.