

TfL and Dettol partner to help customers keep their hands clean while travelling in London

September 3, 2020



TfL and Dettol, the UK's leading disinfectant brand (1), have together launched a partnership giving London Underground customers free access to Dettol's hand sanitiser gel at all London Underground stations.

The partnership will see more than 800 hand sanitiser dispensers across 270 Tube stations dispense Dettol's hand sanitiser, alongside an advertising campaign about the importance of using hand sanitiser to help protect others across the transport network.

The dispensers will also feature new branding encouraging all customers to use them and 'help protect the little things we love' like getting out and about, back to work or seeing friends and family.

They will be supported by a major multi-asset marketing campaign which includes Global's media assets across the London Underground and London bus network.

The product being made available to the public is Dettol's hand sanitiser gel, which has been proven to kill bacteria and viruses, including Coronavirus (SARS-COV-2) (2).

This gel uses 62% ethanol (alcohol) as the germ disinfection active ingredient, which is in line with Public Health England and WHO recommendations, and kills 99.9% of bacteria and viruses.

Safe, reliable and well-managed

The partnership is the latest step in TfL's work to make its services cleaner than they have ever been, and to ensure returning customers experience safe, reliable and well-managed journeys.

Service levels have been back to pre-pandemic frequencies for some time, helping social distancing. An enhanced cleaning regime is also in operation, which uses hospital-grade cleaning substances that kill viruses and bacteria on contact and provides ongoing disinfection.

Key interchanges are frequently cleaned, including during the day, and all regular 'touch points', such as poles and doors, are regularly wiped down with a strong disinfectant.

TfL is also trialling continuous UV cleaning of escalator handrails and trains are also cleaned with a long-lasting anti-viral spray which also helps to protect customers.

A further 210 hand sanitiser units dispensing another brand are available at bus stations, tram stops and other locations across the TfL network.

Customers are also complying with the mandatory requirement to wear face coverings, unless exempt, and TfL's own enforcement teams are working closely with the police to ensure that the small minority who are not complying do so.

By using hand sanitiser and wearing facial coverings that cover both the nose and mouth when on public transport, Londoners can increase their commitment against the spread of coronavirus.

'Enjoy Summer Safely'

Through this partnership with TfL, Dettol is continuing its ongoing commitment to disinfection, having recently supported front line NHS workers with the delivery of over 150,000 donated Dettol care packages and championing the Government's 'Enjoy Summer Safely' campaign.

Andy Lord, Managing Director of London Underground said: "We want everyone using our services to be confident when travelling with us. It is great that we can work with Dettol to provide their hand sanitiser to our customers and promote the importance of keeping your hands clean.

"This partnership is testament to the many efforts made by our staff and passengers during the pandemic to help keep everyone sanitised. By working together, we can help get London moving again."

Sadiq Khan, Mayor of London, said: "I'm really pleased that TfL and Dettol have teamed up to provide hand sanitiser to Tube passengers across the network.

"It is vital that we all play our part in making public transport as safe as possible by using hand sanitiser

points, wearing a face covering unless you are exempt, and travelling off-peak to enable better social distancing.”

Getting back on the move

Susan Egstrand, Regional General Manager Northern Europe; UK & Ireland at Reckitt Benckiser said of the partnership: “At Dettol we know that good hygiene is one of the foundations of good health. Maintaining the healthy hygiene habits we acquired over lockdown long-term will aid the return to a more ‘normal’ life and allow us to get London back on the move once again.”

“Ultimately, it’s the little things we can do, like practicing great hand hygiene, that will help us protect the little things we love. Using hand sanitiser while riding the tube may seem simple but these small habits really are huge acts of care and protection in helping stop the spread of germs causing illness.

“We know that Dettol has a real role to play in disinfection and helping limit the spread of the virus and we are incredibly proud to have partnered with TfL to ensure Londoners getting back on the move can do so with sanitised hands.”

Ollie Deane, Director of Commercial Outdoor at Global, said: “Campaigns like this highlight how TfL have modified the network to ensure safety on the Underground and reassure all passengers, particularly those returning to work for the first time in months.

“This simple and inspired brand activation from Dettol is a great example of how advertisers can adapt and create meaningful experiences for audiences through the power of Outdoor and experiential media.”

(1) According to Nielsen MAT value share P52W to 21.03.20

(2) <https://www.rb.com/media/news/2020/may/first-published-scientific-data-confirms-that-leading-hygiene-products-are-99-9-effective-against-sars-cov-2-virus-covid-19/>
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