



Think ahead.

Prepared exclusively for

arco
Experts in Safety



Sustain hygiene requirements in food processing with Tork



What is the food processing segment?

Food processing is defined as manufacturers of food products by transforming livestock and agricultural products into products for intermediate or final consumption.

The basic task of food production facilities is to produce food products, either on assembly lines or by hand, that are safe for consumption.

Food processing continues to be a highly competitive space with additional scrutiny and demands from regulators and customers. Even the smallest hygiene or food safety incident can lead to lost production, mounting costs and lasting reputational damage.

Sustaining food safety is critical not only to keeping people safe, but for keeping facilities open and productive.

Food processing is a large industrial sub segment and represents a significant business opportunity.

8,500

food processing businesses

399,000

food processing employees

How Tork can help

Tork solutions provide customers with the tools they need to:

- Sustain hygiene compliance
- Increase productivity and efficiency
- Meet sustainability targets

Get to know the decision makers and influencers

In most food processing facilities, a few key people decide on product purchases – but a number of influencers are important, too. In many cases, it will be crucial to listen to, and learn from, all of them. Start by understanding their situation before you call or meet. Be aware that they are hard to catch – in constant motion, working under pressure and in busy production environments.

Production Manager

They must be sold on increasing efficiencies for employees and operations, while ensuring hygiene compliance.

They tend to make decisions and often do not seek buy-in from employees. This is different to what we see in other manufacturing environments.

Inside Tip: Start your sales call here, listening for problems around sustaining hygiene compliance and efficiencies or bottlenecks in production flows. Consider joint meetings early in the process with the Operations Manager.

Operations Manager

They spearhead activities aimed at improving efficiencies and operations.

They monitor budgets, financial reports and are decision-makers when it comes to purchasing products for the facility.

Inside Tip: Their influence is significant, try to include them in meetings with the other key players, as well as meeting them one-on-one. They affect purchase decisions based on efficiency outcomes.

Quality Assurance Manager

They plan, coordinate and direct quality programmes designed to ensure processes are consistent with established standards. This person is the one most concerned about “antimicrobial”, “cleaning ability” and “durability” of dispensers and other products.

Inside Tip: This decision maker requires assurance that changes will not affect meeting the strict standards defined for the site. Their engagement with any trials will be important. They affect purchase decisions based on quality outcomes.

Key Influencers

Along with the main decision-makers, food processing features a range of influencers.

Processing Floor Employee: This person’s personal preference may influence product choices. However, food processing is a more directive environment, due to the high importance of food safety and strict hygiene rules, so their influence is less here.

Government Regulatory Agencies: Products purchased for use in food processing must adhere to guidelines and standards set by agencies such as the European Commission, US Dept of Agriculture, US Food & Drug Agency (FDA) and Canadian Food Inspection Agency.



Segment Trends: What they are and how to sell them in

Sustaining hygiene compliance is critical in food processing.

Hygiene is always of the utmost importance when handling, processing and distributing food. Once you have listened to a prospect describe their hygiene and food safety practices, you can ask about their needs – needs which Tork products can meet.

Tork dispensers offer flexible mounting options and are efficient to manage, with high capacity. They are visible, easy to use, durable and robust. Tork dispensers are also water-resistant for wet environments.

Tork wiper and paper products are low lint, with good absorbency and abrasion resistance.

Tork skincare products ensure constant availability of soap and hand sanitisers. Tork soaps are fragrance and dye-free, and use ingredients that are good for skin health.

Productivity is a critical focus for production managers in food processing and must not only be sustained, but increased, while ensuring health and safety for employees.

High-capacity, quick dispensing Tork solutions improve efficiency by ensuring employees have access to hand towels, soaps and sanitisers so they can swiftly wash and return to work.

Tork Washstation Dispenser can be used in wet areas subject to wash downs, and does not need to be removed for routine sanitation.

The Tork Folded Wiper Dispenser can be permanently fixed or temporarily placed with magnets for ultimate flexibility and visibility.

Sustainability is an important consideration as companies look to reduce waste, increase share of recycled products and reduce energy, water, plastic and packaging.

Tork offers 99% biobased wipers. Tork Folded Wiper and Tork Handy Box packaging made from recycled materials: 100% recycled cardboard fibre and 30% recycled plastics.



Top Industry Challenges

- 97% of production managers agree continuous improvement and optimising workflows are important to improving productivity.*
- More than 50% of the managers in food processing find it somewhat or even very hard to motivate people working on the production line to comply with food safety and hygiene protocols.*
- 98% of production managers agree reduction of resources used, such as plastic packaging, is important.*

*2021 Survey conducted by PRS Invivo between March 2020 to March 2021. The survey covered in the USA and Germany, with 100 respondents in each market.



Reduce waste and meet sustainability goals

- 99% biobased wiper options
- Certified products in sustainable packaging
- One-at-a-time dispensing solutions

Recommended Tork products



Washrooms and locker rooms

High-capacity systems ensure continuous availability, supporting hygiene compliance.

11C0900



Tork PeakServe

11C0800



11C0800



Tork Skincare Dispensers

11C0800



11C0800



Tork SmartOne Dispensers

11C0800



Production areas

Tork solutions help managers improve workflows to increase productivity and efficiency.

11D4450



Tork Folded Wipers Dispenser

11D1601



Tork Washstation Dispenser

11D1701



Office and common areas

Tork surface cleaning and hand hygiene products help employees and visitors feel safer in high-touch areas.

11T5003



Tork Reflex Portable

11C0800



1133701



Tork Skincare Dispensers