



6930 APPLAUSE Hand Sanitizer

“Palm-to-Palm Challenge” Case Study

During the COVID-19 health crisis, the market experienced unprecedented distribution disruption with key products in short supply. Because of these shortages, many new manufacturers helped fill the void for needed items ... most notably, hand sanitizers.

As the country started to re-open, a regional bank with multiple locations wanted to be confident they were providing the best hand sanitizing product for their employees and customers. They asked one of our distributors to participate in a hand sanitizer comparison “challenge” to determine which product should be stocked. It needed to be a sanitizer that was not just FDA approved, but liked by the employees so they would use it.

The distributor provided generically labeled 6930 APPLAUSE Gelled Hand Sanitizer for the blind “Palm-to-Palm Challenge.” The results: not even close ... we won “hands-down” against 18 different hand sanitizers, including well-known national brands.

When COVID-19 rapidly swept through the country in March/April of 2020, the market witnessed many new entrants into the hand sanitizer manufacturing business. Because these new players lacked the years of hand sanitizer production experience and the time investment for proper research & development, **there have been many inferior products entering the distribution channel.**

To date, **there are over 200 hand sanitizing products on the FDA “do not use” list due to hazardous ingredients or misleading packaging.** Other new market entrants, although not on this list, are coming up short as **users complain about fragrance, viscosity and hand dryness.**

A regional bank chain wanted to make sure when re-opening to the public the hand sanitizer they put in all their branches were not just FDA approved, but would be used by employees and customers alike.

They decided to do their own “palm-to-palm” challenge with employees. **They brought in 18 different hand sanitizers, including well-known national brands, all under blind labeling.** We provided our 6930 APPLAUSE Gelled Hand Sanitizer.



The “Challenge” was conducted over a week’s time with 20 employees using the various contenders and submitting their vote.

When the final count was completed, QuestSpecialty’s 6930 APPLAUSE Gelled Hand Sanitizer came out on top and according to the election judge, it wasn’t even close!

The results are no surprise to us. APPLAUSE was formulated to be easy on the hands with no sticky residue while complying to the CDC’s recommendation for use of a product with at least 60% ethyl alcohol.

6930 APPLAUSE Gelled Hand Sanitizer is available in these packages:



www.QuestSpecialty.com