

As we observe the latest trends in health care, two of those trends are gaining prevalence: our growing concern over infection and cross-contamination, as well as our renewed interest in the greening of our industry. And these two trends are the fruits of an over-encompassing trend: The greying demographics.

Our planet has never had to handle so many individuals, but even more so, never has there been such a large percentage of individuals 65 years or older. This affects all geographical markets differently, at varying degrees, but most are developing towards a similar result. It is estimated that by 2030, 55 countries may see their

choice, wouldn't we? But as much as we want to believe it, that remains debatable. Landfills that overflow with disposables are difficult to argue against. But disposables are not the only products that have significant impacts on the environment. The reusable industry is consistently looking for ways to diminish their footprint. Products dry faster to minimize the use of fuel and electricity; products have superior stain-release properties to eliminate costly rewash (as well as unnecessary use of water); longer-lasting products minimize the number of discarded; products are washed in cold water whilst using less chemicals; cycles reuse water; some facilities are fully eliminating folding and are instead bulk bagging linen and the list goes on.

As well, and we believe it is one of the most difficult aspects to master, we all strive to provide our customers with options and solutions that are both environmentally conscious and sustainable, whilst fitting into pre-existing budgets. Because no matter how beneficial a product will be to the environment and no matter which generation we identify with, "how much will it cost me today" will likely continue to transcend through years and generations.

The Patient Experience

Two touch points tend to be at the forefront of what we call the patient eomt

