

## Press information

May 17, 2018

### TORK SURVEY REVEALS LUNCH BREAKS' POSITIVE IMPACT ON RESTAURANTS' BOTTOM LINE — AND WORKPLACE ENGAGEMENT

*Tork Encourages Employees to “Take Back the Lunch Break” to Get Them Into Restaurants and Improve Employee Engagement*

**PHILADELPHIA, PA – May 17, 2018** – Today, **Tork**, an Essity brand, announces its “Take Back the Lunch Break” survey results, revealing a major disconnect between why employees don’t take lunch breaks and the benefits of doing so. The survey uncovers an opportunity for Tork to drive lunchtime traffic to benefit its restaurant partners and employees across North America.

The decline of the hour-long lunch is impacting employee job satisfaction at American workplaces – and is also killing lunchtime traffic at restaurants. Last year, consumer market research firm NPD Group reported that the lack of lunchtime visits contributed to a slump in the foodservice industry.

As workers try to become more efficient, a leisurely lunch at a restaurant has become a luxury instead of a fixture. The survey reveals that nearly 90 percent of employees consider the ability to take a lunch break critical when accepting a new job. However, once they are on the job, the average lunch break is less than 30 minutes for more than half of North American workers – barely enough time to purchase a meal, let alone spend time enjoying it in a restaurant.

However, improved employee efficiency may be just a lunch break away. According to the Tork study, North American workers who take lunch breaks every day score higher on a wide range of employee engagement metrics, including their ability to be as effective and efficient as they would like to be. By taking back their lunch break, employees can “hack” their efficiency – while also supporting restaurant sales.

“As a partner to restaurants around the world, the Tork brand is committed to supporting the foodservice industry,” said Don Lewis, President of Professional Hygiene at Essity, whose Tork brand manufactures the napkins, toilet paper, hand towels and soap that are used in restaurants across North America each day. “As employees skip their breaks in an effort to appear more dedicated to their job, it’s having a negative impact on both the employee and our restaurant customers. The simple act of taking a full lunch break can improve employee well-being *and* increase lunchtime revenues for restaurants.”

Tork is proud to introduce the third Friday of each June as National Take Back the Lunch Break Day to encourage workers to [take the pledge](#) to step away from their desks and into restaurants. Restaurant customers can spread the word about Take Back the Lunch Break Day, which falls on June 15 this year, through Tork products and campaign elements including:

- **Research findings and infographic** – Restaurant owners can download infographics highlighting key findings from Tork’s study that illustrate the benefits of taking lunch breaks. Tork encourages restaurants to use these insights to create their own special lunch offers.
- **Tork Xpressnap AD-a-Glance templates** – Tork has created six unique templates that restaurant owners can insert into Tork Xpressnap dispensers to promote the value of taking a lunch break.
- **Social media templates** – Tork has a variety of social media templates sized and ready for restaurant owners to share on their Facebook, Twitter and Instagram channels.
- **Website promotion** – Restaurant owners can share their logos with Tork to be featured on the website as a valued partner committed to helping patrons take back their lunch breaks.





To learn more about the Tork Take Back the Lunch Break campaign and how restaurants can participate, please visit [TorkUSA.com/takebacklunch](http://TorkUSA.com/takebacklunch) for the restaurant assets, full survey findings and methodology.

#### **About Tork**

The Tork brand offers professional hygiene products and services to customers ranging from restaurants and healthcare facilities to offices, schools and industries. Products include dispensers, paper towels, toilet tissue, soap, napkins, and industrial and kitchen wipers. Through expertise in hygiene, functional design and sustainability, Tork has become a market leader. Tork is a global brand of Essity, and a committed partner to customers in over 90 countries. To keep up with the latest Tork news and innovations, please visit: [www.torkusa.com](http://www.torkusa.com).

#### **About Essity**

Essity is a leading global hygiene and health company that develops, produces and sells Personal Care (Baby Care, Feminine Care, Incontinence Products and Medical Solutions), Consumer Tissue and Professional Hygiene products and solutions. Our vision is; Dedicated to improving well-being through leading hygiene and health solutions. Sales are conducted in approximately 150 countries under many strong brands, including the leading global brands TENA and Tork, and other brands, such as Leukoplast, Libero, Libresse, Lotus, Nosotras, Saba, Tempo, Vinda and Zewa. Essity has about 48,000 employees and net sales in 2016 amounted to approximately \$12 billion. The business operations are based on a sustainable business model with focus on value creation for people and nature. The company has its headquarters in Stockholm, Sweden, and is listed on Nasdaq Stockholm. Essity used to be part of the SCA Group. More information at [www.essity.com](http://www.essity.com).

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