



# Revolutionizing Airport Amenities:

How Egal's Pads on a Roll Transformed  
Denver International Airport's Restrooms

**Egal**  
PADS ON A ROLL™



**87%**

of women have been  
caught in public  
without period  
products\*

**62%**

leave work because  
of a need for period  
products\*

## SUMMARY

Denver International Airport (DEN) recognized an opportunity to improve the restroom experience for both its employees and millions of travelers by providing accessible period products. While traditional methods like vending machines were available, they often proved inconvenient or unreliable. To address this, DEN partnered with Egal to launch the Pads on a Roll program, offering a modern, inclusive solution that ensures travelers have easy access to essential products.

Pads on a Roll is designed to be as accessible as toilet paper, seamlessly integrating into restroom facilities and enhancing comfort and convenience for all users.

\* Free the Tampons 2013 Survey

## THE CHALLENGE

Denver Airport, one of the busiest airports in the United States with 84 million travelers per year, faced a common yet critical issue: **a lack of accessible period products.**

The airport environment, with its long lines, limited access to essentials, and hours spent traveling, is not the best place for that “oh no” moment when an unexpected period hits. Traditional vending machines are often broken or poorly located, airport stores could be closed, and flights may not have products on board. The scramble to find a product is highly stressful.

This can create a negative emotional peak, which research\*\*\* shows **reduces dwell time and discretionary spending.**

And DEN employs 40,000 people. **Statistics\*\* show that over half of female employees report facing productivity challenges at work due their periods.**

*Denver Airport management wanted to improve the customer experience and realized they could increase employee satisfaction as well.*

## THE SOLUTION

Egal introduced its innovative Pads on a Roll, designed to dispense next to the toilet paper in public restrooms. Each comfortable and effective pad is individually paper-wrapped, and there are 40 pads in each roll.

### Key Features:

- **Accessibility:** Egal dispensers are located right where they are needed.
- **Stress-Free Experience:** Eliminates the awkwardness of leaving a stall to find a solution.
- **Compact:** Suitable for all restrooms, including handicap, gender-neutral, and family bathrooms where vending machines would be too bulky.
- **Quick and efficient:** Refills in seconds, and with so many pads, requires less frequent refills than vending machines that may only hold 15 pads.
- **Cost-Effective:** Projected annual cost is less than 10% of the typical toilet paper budget.



**Traditional vending machines are often broken or poorly located, airport stores could be closed, and flights may not have products on board.**



**The installation process was smooth, with Egal's team providing hands-on support to ensure the success of the rollout.**

## IMPLEMENTATION

### Custom Labels with QR Codes

Because the product would be unfamiliar to a new user, Egal created a label for the front of the dispenser that included a QR code for feedback. The design was branded with the DEN logo in recognition that this was a new amenity.

### Employee Trial

In May of 2024 DEN began with a three-month pilot program in the employee restrooms, initially installing Pads on a Roll in 10 stalls. This would allow staff to become familiar with installation and servicing of the product, and management could evaluate the value proposition at low risk. As a precaution, they used mounting tape instead of drilled holes to attach the dispensers.

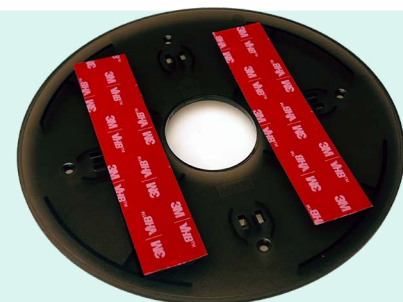
Very soon after the trial began, through the QR code and interviews, they found a response of overwhelmingly gratitude, with employees appreciating the convenience and accessibility of the products. They also witnessed the ease of installation and quick refills. **After only three weeks they decided to expand to the entire terminal!**

### Terminal Trial

Uncertain how travelers would react, DEN allocated three months to test 35 dispensers in the main concourse and Terminal B. Again, within three weeks, they received overwhelming response through the QR code. Travelers went out of their way to fill out surveys to provide written expressions of gratitude. So DEN decided to swiftly expand to 250 stalls. By February 2025, they had most of the terminal completed.

### Egal 'Adaption'

The practice of using mounting tape was failing because the Egal dispenser lacked enough flat surface on the back. Egal designed and manufactured within three months their Pilot Adapter that could snap on the back of the dispenser, allowing it to be attached to walls securely, without tools, using the supplied mounting tape. This helped the expansion to stay on schedule.



## TESTIMONIALS FROM TRAVELERS

"Pads on a Roll is such a great idea! Having them right in the stall is incredibly convenient, especially when traveling."

"This is genius! I didn't need it this time, but I'm glad it's here for anyone in a pinch. Every airport should have these."

"This is so thoughtful and innovative. Providing free period products in restrooms should be standard everywhere."

"What a brilliant idea! Feminine products should be as accessible as toilet paper. This shows true care for travelers."





## RESULTS

**Rapid Adoption:** The programs moved from pilot to full implementation within just three weeks, highlighting the effectiveness and appeal of the solution for travelers and employees..

**Employee Satisfaction:** The airport reported high levels of employee satisfaction, with many expressing relief at having reliable access to period products.

**Employee buy-in:** The terminal expansion went well because maintenance staff were familiar with Egal - a perk they were already enjoying in their own restrooms.

**Egal Support:** Throughout the process, the Egal team demonstrated a commitment to get the program off on the right foot. The implementation was smooth, with Egal's team providing hands-on support and innovation to ensure the success of the rollout.

## ANALYSIS

**Employees:** In workplaces that have adopted the Period Positive Workplace initiative, 87% of employers noticed an improvement in employee satisfaction. Additionally, 75% observed an enhancement in their organization's public perception.\*\*

**Travelers:** According to J.D. Power, passengers who rated their airport experience a perfect 10 out of 10 ("delighted") spent an average of US \$44 in the terminal, while those who rated it 1-5 out of 10 ("disappointed") spent only around US \$29

Amenities like water bottle refills, charging points, and free Wi-Fi are seen as modern essentials. Pads on a Roll adds a new layer of perceived quality, reinforcing that the airport values passenger comfort and dignity

This translates to higher satisfaction scores and intent to return (key for retail revenue growth).

\*\* Period Positive Workplace June 2024 Survey

\*\*\*J.D. Power 2023 North America Airport Satisfaction Study



**73%**

of workplaces that provide free period products report improved satisfaction among employees.\*\*

**75%**

of employers saw an enhanced public perception of their organization by providing menstrual products.\*\*

**50%**

more on average spent in the terminal by passengers that rate a 10/10 airport experience.\*\*\*

## INNOVATIONS

- **QR Code:** Egal has an unprecedented opportunity to collect restroom visitor data because the barcode is inside the stall.
- **Custom Labels:** Visitors realize that their needs are being recognized, and DEN was able to receive credit through their printed logo on labels provided by Egal.
- **Pilot Adapter:** By providing a method of attaching dispensers without drilling holes, a lengthy approval process can be skipped, making a rapid expansion possible.
- **Employees first:** Egal reduced risk by starting with employee restrooms, and guaranteed success with rapid employee buy-in and support.

## CONCLUSION

Egal's partnership with Denver International Airport underscores the importance of providing essential products like Pads on a Roll in public restrooms. By prioritizing the needs of travelers DEN has set a new standard for airport amenities, and Egal stands ready to help other facilities follow suit.

*UPDATE: As of August 2025, DEN has been maintaining Egal dispensers for 10 months without any problems and continues to enjoy customer appreciation.*

## NEXT STEPS

Egal is currently applying this proven formula to numerous airports throughout USA and worldwide. We are also working with dnata, a leading airport services provider across 35 countries, which is providing Egal for its 39,000 employees, and is well situated to show airports the benefits of Egal for their travelers.



To learn more about how Egal can enhance your facility's restrooms, visit [padsonaroll.com](https://www.padsonaroll.com) or contact us directly to discuss your needs.

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