



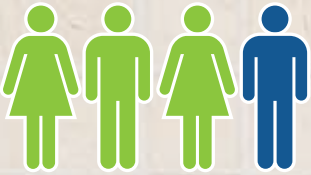
PROFESSIONAL  
PRODUCTS COMPANY

# Urine Trouble

Clorox Professional Products Company finds the **Number 1** public restroom problem **has to go!**



## URINE STAINS AND ODORS



**3 in 4**

Americans are **DISGUSTED** by urine stains and odors.



Cleaning professionals report that removing urine odors is their

**No. 1**<sup>1</sup>

cleaning priority.

## PEE EXTREMES



**50%**

Drive home to **AVOID** using dirty public restrooms.

**63 minutes**



Average time people have "held it" to avoid an unpleasant restroom.



**64%**

hold breath to avoid bad restroom odors.

## BOTTOM LINE

**70%**

of parents think a school's restroom reflects the quality of the school and staff.



More than

**1/3**



have left a place of business because the restroom smelled like urine.

**55%**

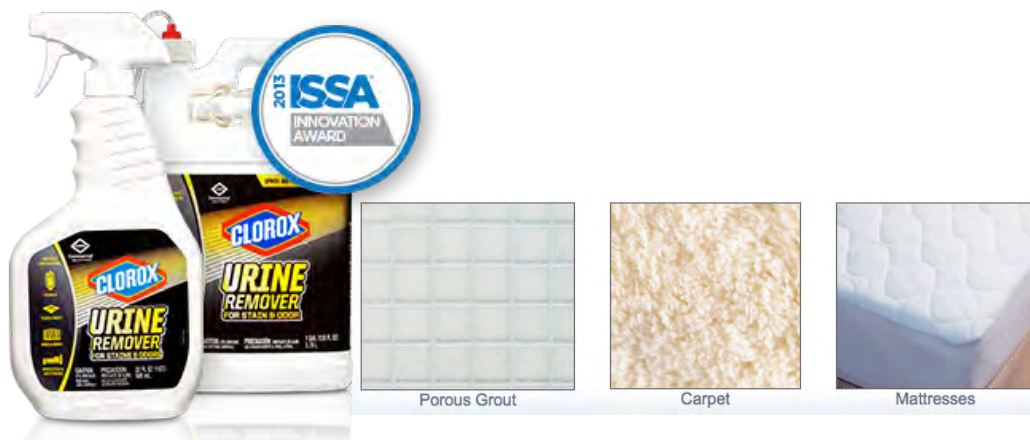


would give a more negative review of a business based on restroom cleanliness. (online/offline)

With a century of expertise, Clorox Professional Products Company knows **tough jobs demand smart solutions.** For more information, visit [www.CloroxProfessional.com](http://www.CloroxProfessional.com).

Source: Clorox Professional Products Company and Opinion Research Corporation. (March 2013). Restroom Pet Peeves Omnibus Survey. (Survey of 1,005 U.S. adults)  
1. Clorox Professional Products Company and ClearVoice Research (February 2012). Online Survey of Professional Cleaning Service Industry Decision Makers. (Survey of 933 cleaning industry decision makers across various industries)





## Clorox Urine Remover

Tackle the Toughest Urine Stains and Odors

- Multi-purpose, one-application cleaner that improves labor and cost efficiency.
- Performs exceptionally at both stain removal and odor elimination.
- Does not contain bleach. Hydrogen peroxide formula.
- Specially formulated for hard-to-clean porous and soft surfaces including porous grout, carpet, and mattresses – all without bleach.
- Also great for:
  - Bodily fluids including feces, blood and vomit
  - Pet stains
  - Laundry pre-treatment
- Minimal training required due to versatile formula with low surface safety concerns.
- Can be used before or after other cleaning products, with no other training needed.

Product	RDI#	Case Pack
Clorox Urine Remover	27772	9 32 oz. spray bottles

### ***What Causes Urine Odors?***

*Urine odor comes from naturally occurring bacteria and uric acid crystals (crystallized urine residue). Uric acid crystals often remain trapped in porous damp surfaces and release a strong ammonia-like odor as bacteria feeds on the urine. Humid conditions or wetting the surface can also reactivate the odor.*

## Restroom Air Care

*Because once you know you need it...  
it's already too late!*

- **Fact** – According to Cintas survey, 94% of customers said they would avoid a business if they encounter an unclean/odorous restroom.
- **Maximize Odor Control** – Implement complete air care systems to keep environments continuously fresh-smelling and inviting.
- **Ensure Positive Customer Experiences** – Customers are heartened by fresh smells. Select a consistent scent so that customers remember your brand and business.



Product	RDI#	Description	Order Size
	27332	<b>AIRWORKS PASSIVE AIR CARE REFILLS FOR 3.0 DISPENSER</b> – MANGO SCENT, LASTS UP TO 60 DAYS, COVERS 5000 SQ. FT., RECYCLABLE, NO DRIP/SPILL/LEAK CARTRIDGE	6/box
	27333	<b>AIRWORKS PASSIVE AIR CARE 3.0 DISPENSER</b> – NO BATTERIES NEEDED, SLEEK & COMPACT DESIGN, TIMESTRIP INDICATES WHEN TO CHANGE CARTRIDGE	1 each
	27334	<b>AIRWORKS CLEAN CHECK URINAL SCREENS</b> – MANGO SCENT, 30-DAY CONTINUOUS ODOR CONTROL, EVA MATERIAL HELPS ELIMINATE SPLASHING, USE IN WET OR DRY URINALS	10/box
	27335	<b>AIRWORKS BOWL CLIPS (FOR OUTSIDE OF TOILET)</b> – MANGO SCENT, 30 DAYS OF CONTINUOUS ODOR CONTROL, FITS MOST STANDARD TOILETS	12/box
	27336	<b>HEALTH GUARDS TASKBRAND DISPOSABLE URINAL DRIP MAT 19.5”x21”</b> – GRAY COLOR, MOST ABSORBENT MAT ON MARKET, ODOR CONTROL ADDED, PROTECTS FLOORING, PREVENTS SLIPS	6/box