



## **Clorox Professional Products Company Introduces New Portfolio of Odor Control Products Designed to Eliminate the Toughest Professional Odors**

**PLEASANTON, Calif., Feb. 7, 2017** – Four out of five cleaning industry professionals say that removing odor from the air is their biggest cleaning challenge (79%), according to a recent survey from Clorox Professional Products Company.<sup>1</sup> However, the survey also finds that the odor elimination products currently on the market are not fully addressing professional cleaning needs.<sup>1</sup>

To help, Clorox Professional Products Company introduces Clorox® Odor Defense™ Spray, a new product scientifically formulated to identify and capture odor-causing molecules. Using proprietary technology, it is proven to eliminate – not just mask – the toughest professional odors found in commercial settings.

“We realize that odor is a serious problem for cleaning professionals across various industries. It’s often one of the first things a patron notices about a facility, so it’s a problem that can impact reputations and bottom lines,” said Kyra Zeroll, Director – Marketing, Clorox Professional Products Company. “Our newest odor products are specifically designed to help cleaning professionals completely eliminate malodors in their facilities.”

Clorox® Odor Defense™ products are specifically designed for use on the toughest odors in potential problem areas of facilities such as bathrooms, shared office break room spaces, hotel rooms and waste-disposal rooms. The full line of products include Clorox® Odor Defense™ Aerosol Spray (14 oz.), Clorox® Odor Defense™ Air and Fabric Trigger Spray (32 oz.) and Gallon Refill (128 oz.), which can be used daily to control odor on soft surfaces and in the air, as well as Clorox® Odor Defense™ Timed Metered Aerosol Spray (6 oz.), designed to remove recurring malodor in trouble areas like restrooms.

### **Elevating the Science Behind Odor Elimination**

The Clorox® Odor Defense™ product line relies on I.C.E™ Technology, which stands for Identify, Capture and Eliminate, its method of action that eliminates malodors so no heavy fragrance is required to mask them. In laboratory testing, Clorox® Odor Defense™ I.C.E™ Technology continued to control malodors for six hours.

“Instead of simply masking odors behind heavy fragrances, Clorox® Odor Defense™ Spray eliminates odors at their source and leaves behind a subtle, long-lasting Clean Air Sent,” said Brian Thompson, Department Manager – Research and Development, Clorox Professional Products Company. “The proprietary formula is designed to eliminate odor in the air and to perform on tough-to-clean porous and soft surfaces such as carpets, mattresses and upholstery that tend to trap unpleasant odors.”

Clorox® Odor Defense™ products are ideal for use in high-traffic restrooms and other odor hot-spots such as garbage and dumpster areas, shared employee work areas and break rooms in schools, offices, bars, restaurants, stadiums, hotels, and other public areas.

### **Industry Insights on Odor Elimination**

Survey results indicate that eliminating odors is more important than strong fragrance when it comes to an air odor solution. Only roughly one in four cleaning professionals (27%) say they are extremely satisfied with their current air odor solution and that their dissatisfaction is largely driven by inefficient products that mask instead of eliminate odors.<sup>1</sup> In fact, survey results found:<sup>1</sup>

- Almost half of cleaning professionals (46%) who have issues with their current air odor elimination product say they get complaints about fragrance
- Only 30% say that a strong fragrance is extremely important
- Only 25% say a chemical smell is extremely important

When it comes to what professionals are looking for in a product, it's about efficacy. More than half (52%) want a solution scientifically proven to remove bad odors<sup>1</sup> and say that the following characteristics are extremely important:<sup>1</sup>

- Destroy odors, not just mask them (49%)
- Are long-lasting (45%)
- Are formulated for the toughest odors (43%)

For more information about Clorox® Odor Defense™, visit [www.CloroxProfessional.com](http://www.CloroxProfessional.com).

**About Clorox Professional Products Company**

Building on a century-long legacy in cleaning and disinfecting, Clorox Professional Products Company offers some of the industry's most recognized brand names for the commercial cleaning industry. Whether it is hospitals, offices, restaurants, schools, hotels or other commercial facilities, Clorox Professional Products Company is committed to meeting the demands of industry professionals. For more information, visit [www.CloroxProfessional.com](http://www.CloroxProfessional.com).

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<sup>1</sup> Clorox Professional Products Company and Ketchum Research Findings (August 2016). (Online survey of 402 cleaning industry decision makers and end users across various industries.)