



NEWS RELEASE

# New Smart Tube® Technology From The Clorox Company Lets You Spray Every Last Drop

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SAY GOODBYE TO NOT GETTING  
THAT LAST BIT OF LIQUID FROM  
YOUR SPRAY BOTTLE

OAKLAND, CA, March 19, 2013 - Tilting. Tipping. Unscrewing, shaking, pouring and generally being frustrated. This used to be the exasperating but inevitable last step in getting to the bottom of a bottle of spray cleaner. Until now. The Clorox Company today announced its addition of Smart Tube® technology - a new technology that makes it possible for consumers to use every drop of liquid in Clorox® spray bottles, including Clorox® Clean Up®, Tilex® and Formula 409® products. Finally, the last step in finishing a bottle is just to spray.

The new Smart Tube® technology is a built-in tube that reaches all the way to the bottom of the bottle, giving consumers:

- Freedom from frustrating workarounds to get the last bit of product; and the
- Satisfaction of spraying every last drop.

"For years, consumers have had to put up with tilting and tipping to salvage that last little bit of liquid, and it just doesn't cut it anymore," said Renu Mevasse, Marketing Manager, Home Care, The Clorox Company. "For the past 100 years, Clorox has been committed to providing a better cleaning experience to consumers and it was time to focus in on improving one of her key cleaning tools - our spray bottles. Smart Tube® technology was the result, and we hope that adding it to our bottles lets consumers say goodbye to frustrating workarounds for getting to that last

drop and makes cleaning a little bit easier."

But spraying every last drop is not the end of the innovation. Spray bottles equipped with Smart Tube® Technology also feature a new, more durable trigger\* that provides better coverage and control and a smoother pull that makes it easier to dispense the liquid with less effort, which results in a more premium spray experience.

Smart Tube® technology began hitting store shelves in early 2013 and can be found in the following products in all scents and sizes:

- Clorox® Clean-Up®
- Clorox® disinfecting bathroom cleaner
- Clorox® disinfecting bleach foamer
- Clorox® bleach gel
- Clorox® kitchen
- Formula 409® (original, lemon, stone & steel, glass & surface, carpet/pet)
- Tilex® (bathroom cleaner, mold & mildew remover, Mildew Root Penetrator™)
- Clorox® antihongos
- Clorox® desengrasantes

For more information and to see Smart Tube® technology in action, visit [www.sprayeverydrop.com](http://www.sprayeverydrop.com). Visit [www.Clorox.com](http://www.Clorox.com), log on to [www.Facebook.com/Clorox](http://www.Facebook.com/Clorox), or follow @Clorox to receive the latest product news, tips, offers and more.

\* Compared to Clorox historical spray packaging.

## About The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,400 employees and fiscal year 2012 revenues of \$5.5 billion. Clorox markets some of the most trusted and recognized brand names, including its namesake bleach and cleaning products, Clorox Healthcare™, HealthLink®, Aplicare® and Dispatch® products, Green Works® naturally derived home care products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Glad® bags, wraps and containers, Kingsford® charcoal, Hidden Valley® and KC Masterpiece® dressings and sauces, Brita® water-filtration products, and Burt's Bees® and gud® natural personal care products. Nearly 90 percent of the company's brands hold the No. 1 or No. 2 market share positions in their categories. Clorox's commitment to corporate responsibility includes making a positive difference in its communities. In fiscal year 2012, The Clorox Company Foundation awarded \$3.5 million in cash grants, and Clorox made product donations valued at \$15 million. For more information, visit [TheCloroxCompany.com](http://TheCloroxCompany.com).

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