



NEWS RELEASE

# New Clorox® Urine Remover Tackles the Toughest Restroom Urine Stains and Odors

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OAKLAND, Calif., April 10, 2013 - Clorox Professional Products Company announces the results of two surveys of consumers and cleaning professionals in regards to public restrooms. According to the research, three in four American consumers are disgusted by urine odors and urine stains in public restrooms,<sup>1</sup> and many cleaning professionals report they are not satisfied with existing products to tackle these issues.<sup>2</sup>

To help address this, Clorox Professional Products Company introduces Clorox® Urine Remover, a new and innovative product specially formulated to effectively remove stains and break down urine to quickly remove - not just mask - odors. The product does not contain bleach and is intended for use on porous surfaces such as grout and concrete, and soft surfaces like mattresses, carpet and upholstery and is an excellent pre-treatment for laundry and bedding.

"Urine presents one of the toughest jobs in cleaning commercial facilities and it demands a smart and effective way to solve," said Jennifer Case, marketing manager, Clorox Professional Products Company. "We listen carefully to our customers and the challenges they face and are committed to providing product solutions grounded in continuous innovation and a century of knowledge and experience to help tackle the most difficult restroom problems."

## The Science Behind Clorox® Urine Remover

Urine odor comes from naturally occurring microorganisms and uric acid crystals. Clorox® Urine Remover uses hydrogen peroxide to eliminate odor by destroying uric acid crystals and breaking down the cell structure of naturally occurring sources of odor. It removes stubborn stains quickly with the stain-lifting power of surfactants and solvents.

"The locker rooms at our stadium often smell bad, even after we've cleaned them," said Zach Walter, operations manager of a metropolitan-area minor league baseball team. "This product really solved the problem - it eliminated odors that had persisted for months and also helped with stains in urinals and toilets."

Clorox® Urine Remover is also tough on other fluids and solids such as vomit, feces, pet stains and grease. The product is ideal for use by cleaning professionals in classrooms, hotels, long-term care facilities, locker rooms and high-traffic restrooms. Clorox® Urine Remover ships in late April 2013 and is available in two sizes: a 32 oz. spray bottle and a 128 oz. refill bottle with a built-in spray nozzle for big jobs.

## Business Impact of Restroom Cleanliness

Of consumers surveyed, two-thirds would refuse to patronize business establishments such as restaurants or hotels with dirty restrooms<sup>1</sup> and more than half said they would likely review a business more negatively (online or offline) based on whether the restroom was clean.<sup>1</sup> According to research from Harvard Business School, which found that Yelp reviews can have a five to nine percent effect on business revenues,<sup>3</sup> bad reviews can translate to lower profits.

For more information about Clorox® Urine Remover or to find the solution for your tough job, visit [www.cloroxprofessional.com/products/clorox-urine-remover](http://www.cloroxprofessional.com/products/clorox-urine-remover).

## About Clorox Professional Products Company

Clorox Professional Products Company, a division of The Clorox Company (NYSE: CLX), offers some of the industry's most recognized brand names for the commercial, cleaning and infection prevention industries. 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).

<sup>1</sup> Clorox Professional Products Company and Opinion Research Corporation. (March 2013). Restroom Pet Peeves Omnibus Survey. (Survey of 1,005 U.S. adults)

<sup>2</sup> 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)

<sup>3</sup> Luca, Michael. (2011, September 16). Reviews, Reputation, and Revenue: The Case of Yelp.com. Retrieved from <http://hbswk.hbs.edu/item/6833.html>.

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