

Take Out the Odor



Odors Stink...

especially in commercial facilities, where they can influence people's perceptions of the overall facility – and cleaning professionals are not alone in their pursuit of taking out odors for good. Following are results from a Clorox Professional Products Company survey of professional cleaning industry decision makers.¹

Industry Insights on a Stinky Problem

The Issue


4/5

Four out of five cleaning professionals said **removing odor from the air** was their biggest cleaning challenge.

Spaces with the toughest odors to combat:

-  **23%** Restrooms
-  **22%** Garbage Rooms
-  **14%** Garbage Cans

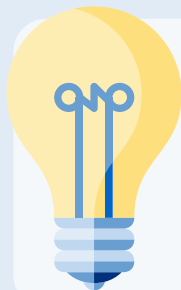
Odors with the most complaints:

-  **59%** Garbage Odors
-  **41%** Urine Odors



Current Solutions Stink

Products that currently exist are not fully addressing professional cleaning needs...



58%

More than half say that their current air odor elimination solution is just **covering up odors, not fully removing them from the air.**

Product characteristics that are extremely important to cleaning professionals:

- 52%** Scientifically proven to remove bad odors
- 49%** Destroy odors, not just mask them
- 45%** Long-lasting
- 43%** Formulated for the toughest odors

46%

Cleaning professionals who have issues with air odor elimination products say they get **complaints about fragrance.**

Eliminating odors is more important than strong fragrances when it comes to an air odor elimination product.

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

Questions? Contact Your Johnston Sales Representative Today!

Clorox® Odor Defense™ Spray is a new product from Clorox Professional Products Company that is scientifically formulated to identify and capture odor-causing molecules and is proven to eliminate – not just mask – the toughest odors found in commercial settings. The full line of products include Clorox® Odor Defense™ Aerosol Spray, Clorox® Odor Defense™ Air and Fabric Trigger Spray and Gallon Refill, 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, designed to remove recurring malodor in trouble areas like restrooms. For more information, visit CloroxProfessional.com.