

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


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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

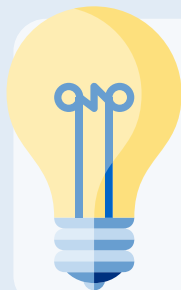
Odors with the most complaints:

-  **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.)

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.