

Clorox Commercial Solutions®

# Clorox® Urine Remover



## Even the Toughest Urine Stains and Odors Don't Stand a Chance

### Don't Let Urine Stains and Odors Tarnish Your Reputation

Tough-to-clean urine stains and odors can make an otherwise clean facility seem unappealing and dirty, despite the hard work of your cleaning staff. Without the right product, your staff may need to spend extra time cleaning urine or, worse, allow urine odors and stains to remain.

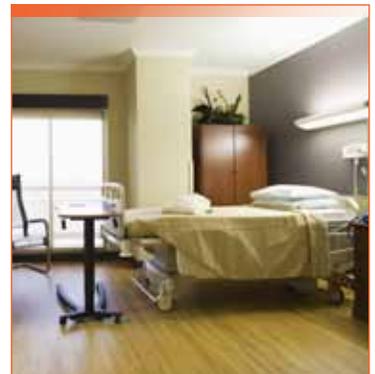
### Exceptional Performance on Both Stains and Odors

Clorox® Urine Remover breaks down urine to quickly eliminate — not mask — odors. With the oxidizing power of hydrogen peroxide and the stain-lifting power of surfactants, stains are also removed quickly.

### Specially Formulated for Hard-to-Clean Porous and Soft Surfaces

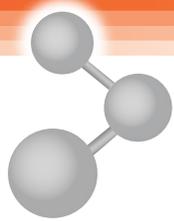
This versatile formula removes urine from porous surfaces like grout that tend to trap urine odors. It also handles stains and odors on absorbent soft surfaces, like carpet and mattresses, and is an excellent pretreatment for laundry and bedding.

#### For Stain and Odor Removal



THE COMPLETE CLEAN

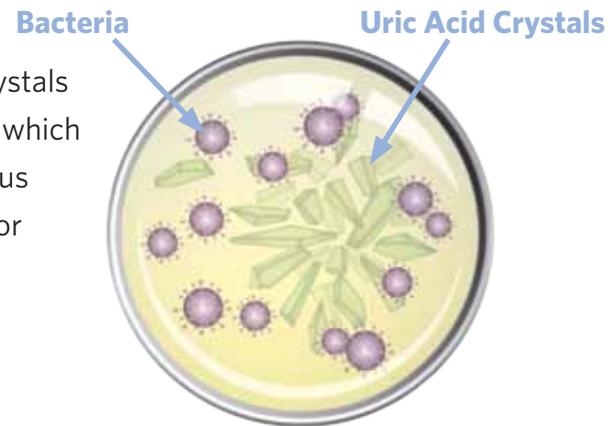
HEAVY DUTY CLEANING



# Science of Clean

## What causes urine odors?

Urine odor comes from naturally occurring bacteria and uric acid crystals (crystallized urine residue). Porous damp surfaces host the bacteria, which feed on urine. Uric acid crystals often remain trapped in these porous surfaces and release a strong ammonia-like odor. Humid conditions or wetting the surface can also reactivate the odor.



### **Dilutable Bathroom Cleaners** don't eliminate long-term odors

- ✗ **Uric acid crystals remain, creating long-term odors**  
Dilutable bathroom cleaners typically contain less than 0.5% of their active ingredient after dilution and may not completely remove stubborn uric acid crystals, which will release a strong ammonia-like odor when rewet.
- ✗ **Not for use on soft surfaces like carpet or mattresses**



### **Enzymatic Cleaners** perform poorly on stains

- ✗ **Less effective on stains**  
Enzyme cleaners use living microorganisms to "eat" uric acid crystals and smelly bacteria. These cleaners are typically formulated at a neutral pH to be compatible with the living bacteria and do not clean urine stains as effectively.\*
- ✗ **Easily misused**  
If an antibacterial or high/low pH product is used before or after, the enzymes may be neutralized.



### **Urine Remover** tackles both stains and odors

- ✓ **Quickly addresses short- and long-term odors**  
Clorox® Urine Remover uses hydrogen peroxide to remove uric acid crystals and break down the cell structure of naturally occurring bacteria.
- ✓ **Effectively removes stains**  
Cleans urine stains better than enzymes,\* because it's formulated with surfactants, solvent and a low pH.
- ✓ **Minimal training required**  
Can be used before or after other cleaning products. Very low surface safety concerns. Does not contain bleach.

\*On porous grout

# Economics of Clean

## Urine odors and stains can mean big problems for businesses

### Odor is the leading cause of poor restroom experiences.

72% of U.S. adults consider bad smell as the #1 cause of "awful restroom experience."<sup>1</sup>

### Urine odors harm repeat business and can generate negative word-of-mouth.

- 90% of U.S. adults would never rebook a hotel with an unpleasant odor, while 85% would never return to a restaurant with the same issue.<sup>2</sup>
- 50% of restaurant-goers said they would tell their friends and family about a restaurant's unclean or unsanitary restroom.<sup>3</sup>



### Mattress Under Black Light

Clean Mattress



Urine applied



Cleaned with Clorox®  
Urine Remover



## Clorox® Urine Remover Helps Maintain Your Facility's Reputation and Profitability

### Improved Labor Efficiency

- Removes urine effectively from porous grout in one application. Now you can get the job done right the first time, instead of mopping frequently with less-effective products to stay on top of urine odors.
- Versatile formula with low surface safety concerns means minimal training required. Does not contain bleach.

### Great Value, Great Results

- More effective cleaning compared to many enzyme-based cleaners.<sup>4</sup>
- One product for both odors and stains on multiple surfaces.
- The Clorox name means you're getting a product you trust to work.

*"I've tried everything to try to get rid of the urine smell in my restrooms, and this is the only product that works!"*

— Kjerstie, Bar and Restaurant Owner

1. 2012 Bradley Corporation's Healthy Hand Washing Survey, 1,046 American adults.

2. <http://www.businesswire.com/news/home/20110328005134/en/Cintas-Issues-Tips-Businesses-Combat-Unpleasant-Facility>

3. 2008 SCA Tissue of North America, 2,175 American adults. <http://www.issa.com/?m=news&event=view&id=1884>.

4. On porous grout.

## The Product Line



Clorox Commercial Solutions®  
**Clorox® Urine Remover**

Case UPC: 31036 9/32 oz.



Clorox Commercial Solutions®  
**Clorox® Urine Remover Refill Spray Jug**

Case UPC: 31037 4/128 oz.

### Use Clorox® Urine Remover for Stains in:

#### High-Traffic Restrooms

*Tile and grout, urinals and toilets*

- Schools
- Bars and restaurants
- Stadiums and venues
- Hotel lobbies
- Gas stations and rest stops

#### Soft-Surface Accidents

*Mattresses, carpet and upholstery*

- Hotels
- Long-term care and nursing homes
- Preschools

#### Outdoor Odors

*Sidewalks, pavement and concrete*

- Storefronts
- Alleys and dumpster areas
- Dog urine and excrement odors

### Also Good for:

- Human soils (feces, blood, vomit)
- Pet stains
- Pretreatment for laundry

## Part of the Clorox Restroom Solutions Line



**Commercial  
SOLUTIONS®**

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