

# MAINTENANCE SALES NEWS

As Seen In

Exclusively Serving Professional Distributors

March/April 2003

## Green Can be A Mean Restroom Clean

**It's not your dad's green clean anymore ... this generation of green cleaners have finally cracked the code in effectiveness. And, they're effective even in the restroom, the most challenging clean that's faced on a day-to-day basis. From removing urine odor to renovating tile and grout, obtaining a green clean in the bathroom can be achieved with new technologies.**

### Multi-Purpose Cleaners

Move over vinegar and baking soda, out of the way d-limonene, this new generation of green cleaners have revisited the basic periodic table and are pulling power from elements such as oxygen and hydrogen.

Perhaps the most exciting new product is based on hydrogen peroxide technology. EnvirOx, L.L.C. in Danville, Ill. was the first to enter the market with a hydrogen peroxide-based multi-purpose cleaner called H<sub>2</sub>Orange<sub>2</sub>. "Orange oil in the formulation acts as a vehicle to penetrate and deliver hydrogen peroxide to the organic soil. Hydrogen peroxide also maximizes the effectiveness of surfactants," explains Patrick Stewart, president of EnvirOx, L.L.C. "Thus, the H<sub>2</sub>Orange<sub>2</sub> Concentrate 117 delivers extraordinary cleaning power in a safe, Green Seal GS-37 certified product."

With this new approach to cleaning, there is just one product for all restroom surfaces. The more powerful dilution of H<sub>2</sub>Orange<sub>2</sub> is used on the more challenging areas, such as urinals, toilets, and the floor and walls around those devices.



**H<sub>2</sub>Orange<sub>2</sub> is a hydrogen peroxide-based multi-purpose cleaner that delivers cleaning power for the entire restroom. It's EPA registered and Green Seal GS-37 certified.**

The light duty solution is used on all other restroom surfaces

"Using just one product to do several jobs was a mental barrier for some," confesses Louis DiMauro, custodian manager of Middletown Board of Education in Middletown, Conn. "But we now have (H<sub>2</sub>Orange<sub>2</sub>) in three locations. It's easy to use, no hassle, has a nice smell, and it works."

And what about performance in the elementary school restrooms? "We use (H<sub>2</sub>Orange<sub>2</sub>) in the restrooms, and there is a huge change in the odor factor... and it was immediate," points out DiMauro. "We use it for cleaning bathrooms, washing windows, washing floors and spot cleaning walls."

"The boys' restroom is a real problem area," agrees Linda Lopez, supervisor of custodian services for the Elk Grove Unified School District in Sacramento, Calif. "With youngsters who are not always accurate, it's difficult to get rid of the odor created by urine."

When Lopez was piloting the hydrogen peroxide product in select schools, she was particularly interested in its performance in the boys' restroom. "We sprayed the product on the floor, walls, partitions, and urinals and waited for a few minutes to let the product work. We wiped it down, sprayed again and walked away. We did this for just three to five days, and the odor was completely eliminated. It wasn't just masked ... it was gone. No other product or system we've ever used has delivered these results."

### What About the Germs?

It's one thing to have a product deliver strong cleaning power, but in a restroom, it's the kill effect that really counts. Although the H<sub>2</sub>Orange<sub>2</sub> is Green Seal GS-37

certified indicating its safety to workers and the environment, it's also EPA-registered as a sanitizer-virucide-HIV-stat.

The product kills more than 99.9% of common germs including Staphylococcus aureus, Salmonella choleraesuis, Klebsiella pneumoniae, Pseudomonas aeruginosa, Streptococcus faecalis, and Escherichia coli. It also kills more than 99.9% of the Herpes 2, Influenza A2/Japan and HIV-1 viruses.

"The advantage of using hydrogen peroxide is that it kills germs and viruses, and then it goes away," explains Stephen Ashkin, leading industry expert on environmentally preferable products and processes, and president of The Ashkin Group located in Bloomington, Ind. "Chlorine is used extensively in daycare facilities, and it's sometimes mandated by state health codes. But chlorine is highly persistent and can continue to kill germs for hours after its application," Ashkin continues. "If a child opens a door where there is residual chlorine, he can put his hand in his mouth, ingesting the chemical."

### **Tough Stuff Cleaners**

The green movement has spread its influence to ridding restroom cleaning carts of acid-based mineral cleaners. These cleaners make phosphoric acid obsolete by using reduced toxicity alternatives to remove the toughest bathroom challenges. Removing rust, hard water scale, lime, soap scum and mold and mildew stains no longer means "dressing to the max" for hazardous action.

One of these new cleaners, Mineral Shock™ by EnvirOx, uses a combination of organic salts and safe degreasing agents in its formulation. The result is a bio-degradable product that is non-corrosive to the skin. It doesn't create any fumes, and will not pit, streak, or blacken stainless or aluminum surfaces.

Some of these new low toxicity, acid-free cleaners are available in concentrate form. Acid-Free Kitchen and Bath from Fox Valley Chemical Company in Ringwood, Ill. is a concentrate that is diluted with a special hose attachment that also creates a foaming application of the product. "We have this in use in the prison system," says Chris Wirtz, sales representative for Fox Valley Chemical. "They are getting great results."

Mineral Shock comes in a ready-to-use spray applicator that doesn't need additional application tools.

What kind of job do these new cleaners do? Antonio Martinez, owner of a Jani-King franchise in Chicago, found out first-hand how it works. After his first purchase of



Mineral Shock, he explains, "I went back in just two days to get more. It really works." Martinez used Mineral Shock in a health club and saw the color of the dark tile become bright again. "After so many people use the shower with hard water and soap, it gets hard to clean. This works."

### **Graffiti Remover**

It's unsightly and it can be crude. It can also be very difficult to remove. Orange Glo International has found a way to capture graffiti-blasting power in a user-

friendly wipe called Kaboom™ Pro Graffiti Wipes. The user-friendly formula can be used with bare hands as it removes paint, permanent marker and nail polish from virtually all non-porous surfaces.

### **Non-Chemical Products**

Green doesn't have to refer just to chemicals. There are other factors that contribute to a really clean restroom and promote environmental health. Ultra-violet black-lights, like the one from Impact Products, L.L.C. in Toledo, Ohio, makes the Vitamin B in urine salt that's invisible to the naked eye, jump out in brilliant color. Unger Enterprises, Inc., based in Bridgeport, Conn. has taken black-light technology a step further by packaging it with a special marker. Supervisors can write their initials on a surface to assure cleaning quality control.

Unger also offers a simple pail coding system to guard against the opportunity for cross contamination. Users choose a color code for each area of the facility. Therefore, restroom buckets are only used in restroom cleaning, cafeteria buckets are only used in the cafeteria, and office buckets are only used in the offices.

### **Ready for a Mean Clean**

Technology has finally caught up with industry desires for a safer, but effective green clean. The biggest hurdle for some is accepting the reality that there are better cleaning alternatives that are healthier for workers and for the environment.