



The problem with bleach.....

Do you encounter people that think bleach is a good cleaner and disinfectant?

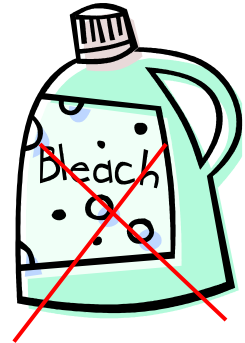
Below are some misconceptions that users have about bleach and responses that sales professionals can use to educate their customers on better and safer cleaning and disinfecting.

Definitions you should know.....

Organic soils: This refers to anything from food residue, skin oils, to blood and other bodily fluids. Basically one assumes anything that has had human contact has organic soil present.

Bleach: The generic name commonly used for a water solution of a chemical called sodium hypochlorite. Normal household bleach contains 5.5% sodium hypochlorite.

Quat: Short name for 'Quaternary Ammonium Chloride' a group of compounds shown to be effective germicidal agents.



Customer: "I Use Bleach because it kills germs" *Recommend a better solution!*

Educate: Bleach kills germs only if the surface is pre-cleaned first. Bleach is rapidly inactivated by organic soil. If germs are present, organic soil is also present, even if not visible. If you're not pre-cleaning, you may not be killing germs. This makes disinfecting with **bleach a two step process**.

A Better Solution: EPA registered "quat" disinfectants are not inactivated by organic soil and pre-cleaning is not usually required. This makes disinfection with **quat disinfectants a one step process**.



Customer: *"I Uses Bleach Because it is cheap" Recommend a better solution!*

Educate: Bleach only looks cheap. To kill germs you must first pre-clean the surface. Now, every cleaning operation is a two step process, increasing the time it takes to effectively clean. Bleach purchased at a retail shore costs about \$2 per gallon. Bleach, diluted at the recommended 1:10 makes an **RTU cost of 18 cents per gallon**.

A Better Solution: A properly diluted quat disinfectant has an **estimated RTU cost of 20-30 cents per diluted gallon**. This is comparable to diluted bleach, plus the 1-step process saves valuable time.

Customer: *"I Use Bleach because it cleans" Recommend a better solution!*

Educate: Bleach really does not clean. It does oxidize some soils, but it does not effectively remove soils like a cleaner. Plus, using bleach may be more potentially toxic for people and the environment when used in place of a regular cleaner.

A Better and Greener Solution: As a society, we overuse disinfectants thinking that we have to effectively kill every bacteria on every surface. Remember, most bacteria are good bacteria that are essential for life. Disinfectants are germicides that should be used only where needed. Surfaces that should be disinfected regularly are defined as HIGH TOUCH Surfaces. Regular cleaning of many common surfaces using a **green certified cleaner is a more effective and an environmentally safer approach**. Remember, think before you disinfect!



Customer: *"I Use Bleach because it's safe" Recommend a better solution!*

Educate: Bleach is hardly safe. It is toxic, reactive, and can destroy surfaces. We all know what bleach can do to fabrics. Those bleach fumes are basically chlorine gas. Mix bleach with such things as ammonia, vinegar, or acidic toilet bowl cleaner to make a toxic gas that can be fatal.

A Better Solution: Quat based disinfectants are safe for use on hard non-porous surfaces. The quat compound does not release fumes, so often the only smell is a light fragrance. They are non-reactive with other common cleaning chemical compounds, making them safer to use.

Multi-Clean Quat Based Disinfectants

Century Q 256: Hospital Grade, concentrated neutral disinfectant cleaner.

Ful-Trole 64: Broad spectrum, concentrated disinfectant cleaner. Great for restrooms!

Microcide TB: Ready to use, tuberculocidal disinfectant cleaner

Fresh 100: Ready to use non-acid bowl cleaner.