

# Animal Care Sanitation Program



**Multi-Clean<sup>®</sup>**

- ▶ Vet Clinics
- ▶ Humane Societies
- ▶ Boarding Kennels



# Opportunity Knocks

- ▶ Pets in more households
- ▶ Pets are part of the family
- ▶ Pet owners willing to spend more on healthcare and boarding.
- ▶ Pet owners have high expectations for facilities that will be taking care of 4-legged family members.



# Statistics

- ▶ 63% of households have at least 1 pet
- ▶ 75 million dogs, 85 million cats
- ▶ Annual cost is \$875/year for each pet
- ▶ \$51 B in 2011 on Pets according to APPA
- ▶ Only \$17 B spent in 1998.

Food	\$19.5 B
Supplies/OTC Medicine	\$11.4 B
Vet Care	\$14.1 B
Live Animal Purchases	\$ 2.2 B
Pet Services	\$ 3.7 B

# Cleaning/Sanitation Problems

- ▶ Costly Products, often not purchased locally.
- ▶ High Consumer Expectations for Cleanliness.
- ▶ Labor Intensive Cleaning Processes
- ▶ Toxic Products: Bleach, Phenolic Disinfectants



# Millennium Q

- ▶ The Jan-San DSR now has the opportunity to offer local purchases of products.
- ▶ The DSR must provide guidance on how to clean with greater efficiency and at lower cost.
- ▶ The DSR's expertise can help solving cleaning and sanitation problems.



# Animal Care Sanitation

The Animal Care Sanitation Program is a cleaner, safer, and healthier program for facilities specializing in the care and boarding of animals.



# Key Products

- ▶ **2 Multi-Shine:** Glass & Surface Cleaner.
- ▶ **4 Foamy MAC:** Mild Acid Cleaner.
- ▶ **70 Tough Green:** AP Cleaner.
- ▶ **64 Millennium Q** 8oz/gal Kills Canine Parvovirus
- ▶ **256 Century Q** ½ oz gal Kills broad spectrum animal and human pathogens.
- ▶ **Bio-Power Plus:** Urine Stain/Odor Remover.
- ▶ **Microcide TB:** RTU Disinfectant w/ Parvo Claim.



# Animal Care Program

- ▶ Economical Products
- ▶ Effective products and cleaning systems
- ▶ Local availability through dealers.
- ▶ Safer for people and animals  
(less toxic than bleach and phenolics)



# Millennium Q and Century Q

## Millennium Q

8 oz/gal (1:16)

2,640 ppm Quat

Animal Care



## Century Q 256

½ oz/gal. (1:256)

660 ppm Quat

Medical & Institutional



# Multi-Task System

- ▶ 64 Millennium Q
  - 8 oz per gallon



- ▶ 256 Century Q
  - 1/2 oz per gallon



# Animal Pathogen Claims

8 oz per gallon

Canine Parvovirus-CPV

Rabies

Porcine Parvovirus

Canine Parvovirus (parvo) is a highly contagious viral disease that is one of the most common causes of diarrhea in dogs under 6 months of age. It first appeared in the late 1970s, and is now one of the most common serious dog disease problems encountered in animal shelters.





# Animal Pathogen Claims

1/2 oz per gallon

Avian Infectious Bronchitis virus Beaudette IB42

Avian Influenza A H5N1 Virus

Avian Influenza A H3N2 virus Avian Reassortant

Canine Coronavirus

Canine Distemper Virus

Feline Pcornavirus

Infectious Bovine Rhinotracheitis Virus

Pseudorabies Virus

Swine Flu Influenza A H1N1Virus

Transmissible Gastroenteritis Virus

Vaccinia Virus



# Question

Where should the 64 Millennium Q be used vs the 256 Century Q?

- ▶ Although a matter of preference, it should be noted Parvo is usually transmitted through fecal matter. Therefore areas such as kennels are the most likely places where Parvo sanitation may be needed.
- ▶ For general sanitation, the 256 Century Q provides effective sanitation.



# Microcide TB Disinfectant/Cleaner

- ▶ Tuberculocidal Disinfecting Power
- ▶ Now has HBV & HCV Claim
- ▶ Canine Parvovirus

**Ready-To-Use**  
**Excellent Cleaner**



# Urine Stain/Odor Removal

Urine Odor caused by bacterial waste from original stain.

Bio-Power contains beneficial bacteria enzymes that consume urine stains.



# Clinical / Hospital Areas

- ▶ Hard Surface and Floor Cleaning Disinfecting
- ▶ Most surfaces cleaned / disinfected with spray bottles and /or mopping.
- ▶ Tip: Encourage use of microfibers & dual chamber buckets.



# Kennel & Large Animal Containment

- ▶ Apply disinfectant to all surfaces.
- ▶ Agitate visibly soiled surfaces walls, floors, cages.
- ▶ Dwell Time = 10 minutes.
- ▶ Rinse with plain water.
- ☀ TIP: Use the U-Foamer/Sprayer for simple and fast application of disinfectant w/ integrated water rinse.



# Animal Care Facilities

- Hatcheries
- Animal Hospitals
- Vet Clinics
- Research Labs
- Pet Grooming
- Pet Stores
- Farms
- Food Processing
- Zoo's
- Hide/leather plants
- Humane Societies
- Pet Boarding
- K-9 Schools
- Hospitals
- Universities
- Tack Shops



# Resources

- ▶ Literature
- ▶ Web page [www.multi-clean.com](http://www.multi-clean.com)
- ▶ Tech Data Sheet
- ▶ Literature
- ▶ Web Resources APPA  
<http://www.americanpetproducts.org/>



