

## Solving the No. 1 Restroom Tough Job



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It is no secret that the restroom poses many tough challenges for cleaning industry professionals — including everything from tackling odor to unsightly urine stains. According to the results of two recent Clorox Professional Products Company surveys, cleaning professionals say that removing urine odors (52%) and stains (47%) is their No. 1 priority.<sup>1</sup> Likewise, three in four Americans are disgusted by urine odors and stains, with more than one-third saying they would leave a place of business if the restroom smelled like urine.<sup>2</sup> These statistics indicate that the presence of urine odors and stains in public restrooms could have a real impact on a business's bottom line. Issues surrounding urine odor and stains also ring true for TriStar Building Services, a building services contractor that serves more than 14 million square feet of A-class commercial office space in and around Nashville, Tenn. TriStar's customers recently faced difficulties keeping urine stains and odors at bay in their buildings, but TriStar was able to introduce a new product that effectively tackled this tough job.

### THE CHALLENGE: PERSISTENT URINE STAINS AND ODORS

Boyd Poteat, vice president, who oversees the janitorial division at TriStar, says urine stains and odors are the toughest challenges TriStar faces. "Our customers had persistent problems with urine stains, especially on tile and grout around toilets and urinals, that we had not been able to fully remove," said Poteat. "Restrooms are frequently used areas, so trying to get ahead of the problem by removing urine stains and odors as they occur can be tough." Urine odors occur when uric acid crystals become trapped in porous damp surfaces and are fed on by naturally occurring bacteria, which causes the release of a strong ammonia-like odor. If these uric acid crystals are not removed, the odor can return during humid conditions or once the surface is wetted. "We were looking for a more cost-effective, smarter solution to help us deal with this customer issue, as many existing dilutable and enzymatic cleaners did not effectively eliminate the long-term odors and stains," said Poteat.

### THE SOLUTION: A BETTER CLEANING PROCESS AND PRODUCT SELECTION

To help solve this problem, TriStar began using Clorox® Urine Remover, which uses hydrogen peroxide, surfactants, solvent and a low pH to remove uric acid crystals and clean urine stains and odors. "We tested the product on the tile, grout, urinals and toilets in one of our buildings," said Poteat. "After using it, we saw a dramatic decrease in the urine stains and odors. Clorox® Urine Remover is the best product we've tried for our customers' urine odor and stain problems on difficult surfaces such as porous grout." According to Poteat, after using Clorox® Urine Remover, their customers were amazed at how clean their tile and grout became after being "stained" for years. Taking care of urine stains and odors quickly is important, because the longer urine is allowed to seep deep inside floor grouting or urinal systems, the more difficult it is to remove. Based on their initial success with the product, TriStar started to use Clorox® Urine Remover in all of the office buildings it serves. In addition to using the product on their customers' major problem areas, they are also beginning to use it on a routine basis to address minor urine stains and odors before they become more significant problems.



For more information on smart solutions for the toughest restroom jobs from Clorox Professional Products Company, visit [www.CloroxProfessional.com](http://www.CloroxProfessional.com).

1. Clorox Professional Products Company and ClearVoice Research (February 2012). *Online Survey of Professional Cleaning Service Industry Decision Makers*. (Survey of 933 cleaning industry decision makers across various industries.)

2. Clorox Professional Products Company and Opinion Research Corporation (March 2013). *Restroom Pet Peeves Omnibus Survey*. (Survey of 1,005 U.S. adults.)