



NEWS RELEASE

# Clorox Professional Announces Clorox® Total 360™ System

3/27/2017

The Clorox® Total 360™ Electrostatic Sprayer, paired with trusted Clorox® disinfecting and sanitizing solutions, provides superior surface coverage so commercial facilities can do much more, much faster, for much less. PLEASANTON, Calif., Mar. 27, 2017 /PRNewswire/ -- Clorox Professional Products Company today announced the Clorox® Total 360™ System, an innovative new surface treatment system that combines proven electrostatic technology with trusted Clorox® products to quickly and easily provide superior coverage in even the hardest-to-reach places. Using patented electrostatic technology to optimize product delivery, the Clorox® Total 360™ System is a cost-effective solution for efficient, comprehensive surface treatment that is designed to help keep facilities healthier while saving them time, money and labor.

From absenteeism and facility closures to negative press, illnesses and infections can have serious impacts on public and commercial settings – and not just during flu season. Each year, productivity losses linked to absenteeism cost employers an average of \$225.8 billion.<sup>1</sup> Schools are often among the hardest hit with nearly 60 million school days lost each year due to cold and flu alone.<sup>2</sup> Antibiotic-resistant bacteria like methicillin-resistant *Staphylococcus aureus* (MRSA) is also a cause of concern in settings like athletic facilities, where skin-to-skin contact and shared equipment or supplies may increase the risk of MRSA infections.<sup>3</sup> Since illness-causing germs can survive on surfaces for extended periods, facilities need to be confident that their cleaning and disinfecting protocols can get the job done.

"The professional cleaning industry plays a vital role in helping protect public health by preventing the spread of illnesses and infections in public spaces," said Kyra Zeroll, Director – Marketing, Clorox Professional Products Company. "Backed by the power of Clorox® disinfecting and sanitizing solutions, the Clorox® Total 360™ System makes a challenging, but critical task more efficient for end-users, while providing complete coverage that ultimately helps keep facilities healthier."

The Clorox® Total 360™ System is able to cover up to 18,000-square feet per hour with one of two Clorox® products, providing superior surface coverage up to four times faster and using up to 65 percent less product, compared with conventional trigger sprays per square foot.

## How Electrostatic Technology Enables Superior Coverage

The Clorox® Total 360™ System utilizes innovative electrostatic spray technology to allow Clorox® disinfecting and sanitizing solutions to reach surfaces outside the line of sight, covering what conventional trigger sprays may miss, including the sides, underside and backside of surfaces. It works by using an electrode to introduce an attractive charge to the disinfecting or sanitizing product and atomizes the solution, using an air compressor to generate a quiet, but powerful liquid flow.

"Because the solution's particles are electrostatically charged, they are attracted to surfaces with a force stronger than gravity, allowing the solution to reach and uniformly coat even hard-to-reach surfaces," explained Dr. Ken Giles, a professor in the UC Davis Department of Biological and Agricultural Engineering and a leader in electrostatic spraying technology. "Because the charged particles are attracted to surfaces, they clear the air much faster than other delivery systems like foggers, which leave the air saturated until gravitationally or forcibly cleared, allowing occupants to safely reenter a room much sooner."

"Electrostatic sprayers are powerful tools to optimize application, but are just one piece of the puzzle," said Dr. Giles. "What makes the Clorox® Total 360™ System exciting is that it provides proven disinfecting and sanitizing solutions delivered through electrostatic spray technology."

## Specially Formulated Products to Tackle the Toughest Facility Challenges

The Clorox® Total 360™ Electrostatic Sprayer can be used with two U.S. Environmental Protection Agency (EPA)-registered products that are specifically designed to help facilities fight illness- and odor-causing germs:

- Clorox Commercial Solutions® Clorox® Total 360™ Disinfectant Cleaner4: Clorox Commercial Solutions® Clorox® Total 360™ Disinfectant Cleaner4 is EPA-registered to kill 19 illness-causing organisms in two minutes or less. The ready-to-use, one-step disinfectant cleaner eliminates odors and kills outbreak-causing viruses like influenza, rhinovirus and norovirus and bacteria like *Staphylococcus aureus*, MRSA and Vancomycin Resistant *Enterococcus faecium* (VRE). The non-bleach-based formula is specifically designed for broad surface compatibility, making it ideal for use on a wide variety of surfaces found in schools, athletic facilities, offices and more.

- Clorox Commercial Solutions® Clorox® Anywhere® Hard Surface Sanitizing Spray: Clorox Commercial Solutions® Clorox® Anywhere® Hard Surface Sanitizing Spray kills 99.9 percent of bacteria on hard, nonporous nonfood-contact surfaces<sup>4</sup> in one minute and kills 99.999 percent of bacteria on hard nonporous nonfood-contact surfaces<sup>5</sup> in two minutes or less. The ready-to-use formula is EPA-registered against bacteria capable of causing foodborne illnesses such as Escherichia coli (E. coli) and salmonella, and does not require a potable water rinse after being applied to food contact surfaces. While tough on illness and odor-causing bacteria, it is easy on surfaces and can be use on a wide range of surfaces and objects found in diverse settings from food preparation and dining areas to public restrooms and childcare facilities.

The Clorox® Total 360™ System has been extensively tested for efficacy, residue and worker protection. "Safety, efficacy and aesthetic concerns like surface compatibility and residue are always key considerations in our product development," said Brian Thompson, Department Manager – Research and Development, Clorox Professional Products Company. "The Clorox® Total 360™ System was specifically designed to ensure the electrostatic sprayer and products perform together to enhance surface coverage and reduce the time it takes to treat surfaces in schools, athletic facilities, offices, food service settings and more."

For more information about the Clorox® Total 360™ System, visit [www.CloroxTotal360.com](http://www.CloroxTotal360.com).

## About Clorox Professional Products Company

Building on a century-long legacy in cleaning and disinfecting, Clorox Professional Products Company offers some of the industry's most recognized brand names for the commercial cleaning industry. Whether it is hospitals, offices, restaurants, schools, hotels or other commercial facilities, Clorox Professional Products Company is committed to meeting the demands of industry professionals. For more information, visit [www.CloroxProfessional.com](http://www.CloroxProfessional.com).

NYSE: CLX

CLX-B

1 "Work Illness and Injury Costs U.S. Employers \$225.8 Billion Annually," CDC Foundation, Jan. 28, 2015.

2 <http://www.issa.com/certification-standards/clean-standard-k-12/how-dirty-is-your-childs-school-infographic/how-dirty-is-your-childs-school-infographic-full.html>. (Accessed Feb. 13, 2017).

3 "General Information About MRSA in the Community." Centers for Disease Control and Prevention, Mar. 25, 2016. (Accessed Mar. 7, 2017).

4 Escherichia coli, Klebsiella pneumonia, Proteus mirabilis, Salmonella enterica Staphylococcus aureus, Klebsiella pneumoniae, Streptococcus pneumoniae

5 Escherichia coli, Salmonella typhi

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/clorox-professional-announces-clorox-total-360-system-300429236.html>

SOURCE Clorox Professional Products Company

Brad Ferris, Clorox Professional Products Company, [brad.ferris@clorox.com](mailto:brad.ferris@clorox.com)