

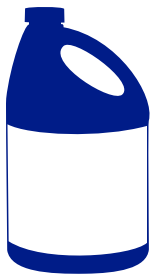
What We Need to Know about Bleach

Household Sodium Hypochlorite Bleach has been used in Food-service and Housekeeping applications for generations – for both cleaning and for disinfection. It's the cheapest and most efficient disinfectant around. Our concern today is addressing areas of workplace sanitation, and the Sanitation of Food Preparation / Contact areas in particular.

Today there are many various grades of Bleach in the marketplace:

- Retail (Both Brand Equivalent and lower economy grades)
- Institutional
- Low End Price (LEP) retail store bleach

Bleach is not Simply Bleach



“Bleach is not simply Bleach”, despite the claims of many users.

Lots of bleaches in the retail and institutional markets are not registered with the Environmental Protection Agency and as a result **ARE NOT GERMICIDAL OR DISINFECTANT** products. With the advent of the need to economize; it's highly probable that in today's marketplace, low strength bleaches (LSB's) are offered as “Price Items”.

There are discussion points to raise in Offering / Using a Quality, Brand Equivalent bleach in your business and providing a “Secure Clean” for your customers using Germicidal Bleach. We know that Germicidal Grade Bleaches (or any other Disinfectant for that matter) claiming to disinfect and sanitize must be registered with the EPA to be able to make those claims. – **That's the law.** This regulatory requirement insures that all the products making a disinfection claim will do exactly that – do what is claimed on the label.

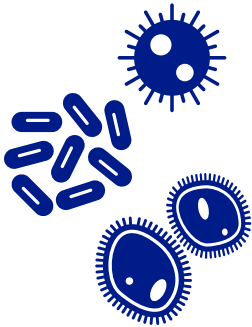
It's highly likely that these lower strength bleaches from other channels (Retail, Dollar Store, etc.) are selling in your channel and you need to be aware and understand the ramifications of these lower grade products. These lower strength bleaches can be as low as 1-2%, and usually do not have an Active Ingredients statement on the label.

That means they **WILL NOT** have an EPA registration number – a sure sign of “No Disinfection Properties”.

Sanitation & Disinfection with Germicidal Bleach



In the *Away-From-Home* channel, Institutional Bleach is used widely to generally clean, disinfect and also sanitize the 3rd sink rinse for barware, dishes, and implements in Food-service sanitation. The sanitation and disinfection requirements stated on an EPA registered label for using bleach in this usage state clearly that a specific ppm bleach / water solution with specific contact time is needed to guarantee a germ free / “clean” surface.



Germicidal bleach is fully EPA registered with specific Germ “call-out” claims directly on the label. Look to see what are the specific “Kills” for high profile germ threats such as C. Diff, MRSA, Norovirus, Hep B&C and others encountered in the workplace including some antibiotic resistant germs like CA-MRSA. If a bleach product is a low strength bleach, it not only has to be dosed at a higher ratio simply to get the chlorine content of the stronger EPA Registered bleaches - not to mention that it **MAY NOT** kill anything. Today, more than ever, businesses are trying to save money and “bleach” is a very competitive SKU – sometimes unknowingly - businesses change to low strength bleach using the “Bleach is Bleach” reasoning to save \$\$.

Why Buying Germicidal Bleach Saves Money:

If a customer buys a 6% Germicidal Bleach for \$13/case vs. a lower strength bleach offered for \$10 (assuming same size/units per case) – The 6% Germicidal Bleach is a much better value - since the lower strength bleach can be ½ the strength or LOWER than the 6% product. That “cheaper” case actually costs \$20 to use AND there are NO disinfection effects with this cheaper bleach vs. the documented “Germ Kills” on the label of an EPA registered Germicidal Bleach.



So be watchful in your purchasing and use - as lower strength bleaches are sold and used today - without interruption. Make sure that you demand an EPA registration number on the Label – and that Germs Like E. Coli and others are referenced right on the label too. That insures quality and “Germicidal Kill” activity based on the Registration with EPA. And Keep an eye out for the strength. No strength on the label pretty well guarantees it’s not registered and might be a low strength product.

Remember – NO EPA # - NO Kill...