

Not All H₂O₂ Cleaners Created Equal

By Virginia Petru

Hydrogen peroxide cleaners ... they're all the same, right? Wrong. As distributors and their customers are discovering, not all H₂O₂ cleaners are created equal.

Sticky Floor Comparison

"I'd been trying to break into this one account for years," says Mark Hannum, product manager for Clean Image, Inc. in Reading, Penn., a distributor of EnvirOx's hydrogen peroxide-based H₂Orange₂ Concentrate 117™ Multi-Purpose Cleaner-Degreaser-Sanitizer-Virucide-HBV. "As I was calling on the account, I noticed they were testing a competitor's hydrogen peroxide cleaner, and having a hard time getting the results they wanted. So, I asked for a chance to show them ours."

Hannum said he asked for their dirtiest area, and like many other sales calls when he poses the question, was led to the bathroom. Hannum pulled out his black light, and showed the areas that were missed in the last cleaning and had urine residue remaining. Since the black light will cause urine salt to glow, it was easy to demonstrate how other products didn't do the job, and how H₂Orange₂ destroyed the source of the bathroom odor.

But the bathroom was just the beginning. Even more impressive to Hannum's customer was the effectiveness of H₂Orange₂ on plexiglass and floors. The surfaces were cleaned without ammonia, streaks, or sticky residue.

"After my demo," says Hannum, "the customer pulled me into his office and thanked me for motivating his

crew. He said, "They have to know they have something in their hands that will do the job." The other hydrogen peroxide cleaner was put to the side as the account stocked up on H₂Orange₂.

Customer Comes Back

Sometimes you don't realize what you have until you let it go. Such was the case with Dan Ott, co-owner of Facility Supplies Systems in West Chicago, Ill. and one of his customers.

"I had a contract cleaner that was using H₂Orange₂ 117 and, like all business owners today, cost was a factor," relates Ott. "He had another salesperson who claimed his hydrogen peroxide cleaner would do the same job as H₂Orange₂, and that the only difference was his cleaner did not have EPA registration.

"He bought the other cleaner, and within three weeks he was calling me asking, 'How soon can I get H₂Orange₂? This other cleaner just doesn't do the job.'"

High Rise Pet Problem

One of Ott's customers manages a high-rise condominium on Chicago's Lake Shore Drive. The customer was having a hard time



Dan Ott shows how H₂Orange₂ 117 easily passes the black light test by destroying the salt in urine. The real test comes in penetrating the grout for continued odor control. H₂Orange₂ is EPA registered as a Sanitizer-Virucide-HBV.

**“How soon can I get H₂Orange₂?
This other {hydrogen peroxide}
cleaner just doesn't do the job”**

*Dan Ott, co-owner
Facility Supplies Systems
West Chicago, IL
quoting a customer*

addressing an odor problem in the building.

Ott knows the black light test works well in bathrooms, but he also relies on it for finding wayward pet stains. He brought his black light into the building and shined it in the building's elevators.

Immediately, the source of the stubborn odor was revealed, as the walls of the elevator glowed half-way up, showing pet stains that had been missed in daily cleaning. After using H₂Orange₂, the odor was eliminated, as the product's unique hydrogen peroxide formulation destroyed the bacteria that was causing the odor problem.

Stainless Steel Solution

The Achilles' heel of many facilities is the stainless steel surfaces ... especially in buildings operating positive pressure bursts. If a cleaner leaves behind any kind of residue on the stainless steel surface, dust and handprints will collect quickly. One of Ott's customers is a casino, and has a lot of stainless steel surfaces. "H₂Orange₂'s performance on the stainless steel won them over," recalls Ott. "Oil-based cleaners will hide imperfections, but they smear and take hand-prints. The customer was impressed with the way H₂Orange₂ not only brightened up the stainless steel surface, but also left it residue-free."

Patented Formulation Makes Difference

No other hydrogen peroxide cleaner can meet the performance of H₂Orange₂ because its formulation is patented, and cannot be copied. It is the industry's original hydrogen peroxide cleaner. Distributors find their customers depend on the fact that H₂Orange₂ is EPA registered to kill 99.99% of common bacteria and 99.9% of specified viruses, including the Hepatitis B virus.

H₂Orange₂ is also NSF registered for use in foodservice areas, and professional chefs are realizing its advantages in their kitchens.

Demonstration Confidence

If you're a DSR going into a demo, it's crucial to have confidence in your product. When going into a prospect,



Major carpet manufacturers recommend the use of hydrogen peroxide-based H₂Orange₂ Concentrate 117.

Ott says, "We are always in a situation that we are trying to outperform what they are currently using."

Ott demonstrates on windows, grout lines and is always looking for spots on carpet. "I always leave some wet product on the window, and let the customer watch the product dry. I know that there will never be streaks." How confident is Ott in H₂Orange₂ demonstrations? He estimates his close rate to be about 90%.

As for Hannum and his confidence in H₂Orange₂, he says, "I've never been shot down when using H₂Orange₂ on a problem area." That's the kind of confidence in a product that secures good business relationships, and provides a security in knowing you are offering a product that really works.

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