

Cleaning Matters

January/February 2004

Tips and Trends from The Soap and Detergent Association

Resolution . . . Clean with Ease!

New forms of traditional products help make cleaning faster and easier – all year long!

When a house is clean, it makes you feel good. But, with hectic lifestyles and schedules, who feels up to cleaning? You will, says The Soap and Detergent Association, with help from these new forms of cleaning products that get cleaning done in a *snap*! Always read product label directions before using.

Battle Bathroom Stains

- **Bleach pens.** These pen-like cleaning tools can quickly and easily remove mold and mildew on such surfaces as grout lines between wall or floor tiles. The products contain chlorine bleach in gel form. Use the pointed tip or the broader scrubber end to apply bleach precisely where it's needed.
- **Toilet bowl cleaners in tablet form.** They deodorize as they clean. Drop these rapid-action tablets into the bowl, watch them dissolve into a froth of bubbles, then simply brush away stains.
- **Toilet bowl cleaners in gel form.** The gel clings to the sides of the bowl longer than a liquid cleaner, making it particularly effective on tough stains, such as lime scale. Brush, then flush – and the toilet bowl will be clean and fresh.

Zap Dirt in Dishwashers

- **Detergents in tablet form.** The tablet is actually in two layers: a pre-soak that dissolves and removes dried food, and a detergent that cleans. Another version includes a sheeting agent, so glassware comes out shiny and spot-free.
- **Detergents in gel form.** Concentrated gels come in easy-pour bottles or in pre-measured pacs that dissolve completely. Light citrus scents are available, so dishes smell as clean as they look!



Enhancing health and quality of life
through education.

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We're starting the New Year off with a blast!

Welcome to *Cleaning Matters*, our new, improved newsletter formerly called *Cleanliness Facts*! You'll find the same hands-on, usable information ... but now in a lighter, more accessible format. We'd love to hear your input on our "new look" – so feel free to email us at: info@cleaning101.com.

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Calendar of Clean

Mark your calendars for **SDA's 78th Annual Meeting & Industry Convention**, January 27-31, 2004 in Boca Raton, Florida. For more information, visit: www.cleaning101.com.

Clean Snooze and Schmooze Quarters

- **Cloths, dust mitts, dusters and furniture wipes.** They clean surfaces in bedrooms and living rooms while trapping dust and dirt. Many familiar products now come in a choice of scents. Whether natural or exotic, these scents help deodorize the home, eliminate medicinal cleaning smells and bring a touch of spring to a dreary winter day!

News Flash

Wipe Away!

An inside look at cleaning wipes and how they work

The cleaning wipes category is soaring! In fact, 110 different kinds of wipes were introduced in 2001. Consumers enjoy the convenience of wipes because they're great for quick clean-ups. But how do you choose the right wipe for your cleaning needs? Let's take a look at the different types and what they do . . .

Kitchens and Bathrooms

- **Wipes with dishwashing liquid** – for hand dishwashing. They lather up once water is added.
- **Heat-activated wipes** – for cleaning baked-on foods in microwaves. As you heat the towelette pouch in the microwave, special cleaners are released that soften and loosen baked-on food residue. Allow the pouch to cool. Then, use the warm towelette to wipe the interior clean.
- **Disinfecting wipes** – for cleaning hard surfaces, such as countertops, sinks, windows and toilets. These wipes are a convenient way to clean commonly-touched surfaces at home (refrigerator and faucet handles, light switch covers, door handles, telephone receivers) and at work (water fountain handles, microwave door handles, computer keyboards).
- **Flushable bathroom wipes** – for cleaning around toilet rims, tanks, faucets, sinks and basins. They disperse in water when agitated, like toilet paper – thus, they're safe for plumbing and septic tanks.

Furniture and Flooring

Some wipes are *premoistened* with special cleaning solutions for cleaning and shining **furniture**. For those who prefer the cloth-and-polish method, these wipes are available with cleansing conditioners that enhance product performance.

A rinse-free way to remove dirt from **floors** is to use special all-in-one mopping units. They use moist, disposable, electrostatic cloths that contain a cleaning solution. The solution dissolves soil, while the disposable pad absorbs the solution. These units can be used to clean vinyl, ceramic tile, laminate, linoleum and finished wood floors.

Other wipes are *dry* for capturing dust and dirt.

These include:

- **Mitts** – for general cleaning and dusting surfaces, such as tabletops, television screens, picture frames and knickknacks.
- **Dry, electrostatic wipes** – disposable cloths that attract soil without leaving any residue. They're perfect for cleaning wood laminate, tile and linoleum floors – as well as wood, vinyl, ceramic, electronic and other hard surfaces – because dust is captured and disposed of along with the cloth.

Always follow the label directions for these products.

Caring for Love-ly Fabrics

Silk and rayon – looking great for Valentine's Day!

Valentine's Day is almost here. What will you wear for that romantic dinner for two? Silk and rayon are two fibers that are particularly popular for both men's and women's fine apparel. However, such fine fabrics are also vulnerable to spots and spills, reminds The Soap and Detergent Association. Here's how to keep these fabrics looking their best for your big night and throughout the year . . .

Love notes for fine fabrics:

- Read the care labels. Don't dry clean your "washable" silks and rayons – *unless the care label specifies dry cleaning as an option.*
- If the stained garment is part of an outfit, clean all the pieces at the same time. This will help maintain a consistent appearance.
- After you've cleaned the garment, store silk and rayon in the closet or away from light sources. Most rayon and silk fabrics will eventually fade if they're continually exposed to either natural or electric light.
- Before getting dressed, make sure perfume, deodorant, hair spray, etc. are completely dry. This will help prevent stains on the garment.

Highlights

And the Winners Are . . .

Oldest Issue of *Cleanliness Facts*

What was going on in 1968? *60 Minutes* aired on CBS; *Hair*, the rock musical, opened on Broadway; Richard Nixon declared his presidential candidacy; and our winner, **Juli Gronbeck Becker** of Oakes, North Dakota, was reading *Cleanliness Facts*! Ms. Becker won cleaning supplies for submitting the oldest issue of our newsletter. Here's a peek at the winning issue:

Issue Date: October 1968

Topics: *Cleanliness: The Key to Healthy Locks ... Soap: The Thrifty Disease Chaser ... Fast & Fabulous Fondue Parties.*

Clean Homes ... Healthy Families Award

Recognizing NEAFCS members for innovative educational programs that help families link clean homes and good health

Rhea Bentley of Georgia, and **Jeanne M. Darling** of New York, are the recipients of this award!

- Ms. Bentley's "Tips and Tricks on Teaching Home Cleaning" program educated 2,500 families about the importance of clean homes.
- Ms. Darling's "Healthy Homes – Healthy Families – Healthier You" exhibit educates families about asthma and ways to reduce symptoms.

Spread Love, Not Germs!

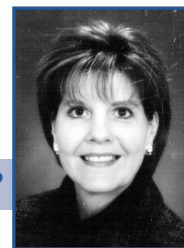
Stop germs from spoiling the romance

Since Valentine's Day falls in the heart of the cold and flu season, holiday hand-holders should follow some simple steps to keep germs at bay, says The Soap and Detergent Association.

It's easy to do. Just remember to wash hands *before* and *after* preparing that romantic meal or dining out and *after* using the bathroom. Here's how to do it properly:

- Wet hands and apply liquid, bar or powder soap.
- Rub hands together vigorously for 20 seconds, making sure to scrub all surfaces.
- Rinse hands well under running water.
- Dry hands using a paper towel or air dryer.
- If possible, use your paper towel to turn off the faucet before disposing it.

Cleaning Questions?



Ask Nancy!

Q: There are so many types of bleach. How do I know which one to choose?

A: There are two general types of bleach:

- **Chlorine Bleach** aids in soil removal, acts as a disinfectant, *removes* color and generally whitens fabrics.
- **Oxygen Bleach** is for most fabrics. It *maintains* color and whiteness.

Bleaches also generally come in liquid or powder forms. Today, they also come in a variety of new scents! Choose the one that best meets your needs.

Q: What's the proper way to use bleach?

A: To properly use bleach, always *read and follow* both garment care labels and bleach label directions.

Q: How can I prevent static cling in my clothes?

A: Static cling occurs when clothes continuously rub together in a dryer. The friction generates static electricity. You can control static at the onset by using laundry products that are specially-formulated for reducing static cling. Such products penetrate deep into the fibers of clothes to reduce the friction that causes static. Use dryer sheets to help battle static in the dryer.

Q: What exactly do fabric softeners do?

A: Fabric softeners can offer these benefits:

- Make fabrics soft and/or smooth
- Decrease static cling (especially helpful with permanent-press and synthetic fibers)
- Reduce wrinkling
- Make ironing easier
- Add fragrance (or no fragrance at all)

The two most common types of fabric softeners are: **liquids**, which are added to the washer at the final rinse, and **sheets**, which go into the dryer at the start of the drying cycle and are activated by heat. The newest forms are refillable, reusable **dispenser balls**, which automatically release the softener.

Note: This index reflects topics that were featured in the *Cleanliness Facts* 2003 series.

All topics: full-length articles, "Miscellany," "Q&A" and "Keep It Clean" items are listed. Titles may appear in more than one category.

Key Code: **MISC** = Miscellany **QA** = Question and Answer **KIC** = "Keep It Clean" Briefs

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			Summer Grilling	Jul/Aug	2
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Clean Ideas

Forget-Me-Nots for 2004!

Make cleaning often-forgotten places your new year's resolution

- 1. Inside bottom of dishwasher door** – Spray a non-abrasive, all-purpose cleaner along it, then sponge clean it. You'll be amazed at what you pick up!
- 2. Interior walls and shelves of refrigerator** – For health and cleanliness, always remember to wipe up spills immediately. This keeps your refrigerator looking its best, and helps prevent the growth of bacteria. Use a non-abrasive, all-purpose cleaner or a solution of baking soda and water.
- 3. Insides of light fixtures** – Even a thin coat of dust can cut down on light output. First, unplug the light and allow to cool. Then, use a disposable dust cloth to clean.
- 4. Tops of ceiling fan blades** – Capture all that dust with special dusting mitts or dusters that are designed for getting to these hard-to-reach surfaces.

5. Ovens – Cleaning spills as you go will make this tough job easier. First, allow surfaces to cool before cleaning. Then, use an oven cleaner; however, don't use an oven cleaner on a self-cleaning or continuous cleaning oven because it may damage the surface. Always read the product label directions before using.

6. Exterior cabinet of range – Again, allow cooking surfaces to cool before cleaning. Then, use a non-abrasive, all-purpose cleaner.

7. Telephone receivers, door handles, computer keyboards – Use disinfectant wipes on these surfaces to whisk away dirt and germs!

For more information, visit: www.cleaning101.com

About Us

SDA, the home of the U.S. Cleaning Products Industry, is dedicated to educating the public about the safety and benefits of cleaning products and practices and protecting the ability of our members to formulate products that best meet consumer needs.