

# Cleaning Matters®

Tips and Trends from The Soap and Detergent Association

May/June 2010

## Features

- **A New Name and a New Look for SDA Website Changes to Reflect the Cleaning Product Industry's Contributions to Better Living**
- **Spotlight on Spring Cleaning**  
*Good Cleaning Makes Good Sense*
- **SDA on the Road**  
*SDA Attends Key National Conferences*
- **Travel Mishaps**  
*How to Remove Stains as You Go*
- **Clean S.P.O.T.**  
*FCCLA*
- **Queen for a Day**  
*Ideas to Make Mom Feel Special on Her Day*
- **Ask Nancy!/Tell Nancy!**
- **Clean Ideas: Gettin' Down and Dirty for Dad**  
*Five Great Ways to Show Dad you Care*

## Calendar of Clean

### May is ...

- **Mother's Day: May 9** –  
see *Queen for a Day*
- **Clean Up Your Room Day: May 10** –  
see *Spotlight on Spring Cleaning*
- **Asthma and Allergy Awareness Month** –  
see *Spotlight on Spring*

### June is ...

- **Father's Day: June 20** –  
see *Clean Ideas*
- **Adopt-a-Cat Month** –  
see *Ask Nancy*
- **Home Safety Month** –  
see *Spotlight on Spring Cleaning*

## A New Name and a New Look for SDA

### *Website Changes to Reflect the Cleaning Product Industry's Contributions to Better Living*

There are exciting changes in the works at The Soap and Detergent Association. Effective June 2010, The Soap and Detergent Association (SDA) will become the American Cleaning Institute<sup>SM</sup> (ACI). The new name and its accompany tagline, For Better Living, were created to better reflect the many ways the cleaning products industry contributes positively to society.

To accompany this name change, a major redesign and relaunch of SDA's website, [www.cleaning101.com](http://www.cleaning101.com), will also take place in June. Information on how to use cleaning products in your home will be easier to access and more consumer friendly. The new website address will be [www.cleaninginstitute.org](http://www.cleaninginstitute.org).

The new website will feature a clean, fresh look, an easy-to-navigate menu, social media links (including Twitter and Facebook), a polling feature, and a calendar of related events and activities. It will also feature cleaning product tips and trends that support the new tagline, For Better Living, and will continue to be a resource for information about the safe and proper use of cleaning products.

"Under the ACI banner, the Institute and its redesigned website will still reflect our organization's vision: to enhance health and the quality of life through sustainable cleaning products and practices," said Ernie Rosenberg, SDA President & CEO. "The Institute will continue to support the sustainability of the cleaning products industry through research, education, outreach and science-based advocacy."

More information about SDA's transition to ACI will be featured in upcoming issues of *Cleaning Matters*.



Enhancing health and quality of life through education.

Web: [www.cleaning101.com](http://www.cleaning101.com)  
Email: [info@cleaning101.com](mailto:info@cleaning101.com)

## Spotlight on Spring Cleaning

### *Good Cleaning Makes Good Sense*

If you think spring cleaning is just something your grandmother used to do and that it's a thing of the past –think again! A good spring cleaning reaps many rewards, says Nancy Bock, Vice President of Education at The Soap and Detergent Association.

Besides the fact that it's just aesthetically pleasing and more relaxing to live in a clean home than a dirty one, getting rid of the clutter and grime can make your home a healthier place to live. This is important for everyone, but particularly essential in a home where there are small children or elderly residents. According to the Asthma and Allergy Foundation of America, one in four Americans suffers from asthma or allergies. A clean home is an important way to keep dust, pollen, pet dander and other allergens that trigger allergies and asthma under control. Even the act of cleaning can be good for your health. It is, after all, exercise – which is good for your body and is effective as a stress reliever. A clean home is also economically smart. Caring for your home and the possessions in it is a good way to protect your investments. Once again, grandma's generation got it right!

Before you begin:

- **Inventory your cleaning supplies.** The basics should include an all-purpose spray cleaner (for small, washable areas), an all-purpose powder or liquid cleaner (for large washable surfaces like floors and walls), an abrasive cleanser (to remove heavy amounts of soil in small areas), a nonabrasive cleanser (for gentle cleaning on easily scratched surfaces, including porcelain sinks and ceramic tile), chlorine bleach (an effective disinfectant, particularly where mold and mildew are present), glass cleaner, furniture dusting product (such as a spray and a clean cloth, or a microfiber cloth, mitt or duster) and toilet bowl cleaner. You may also need to add cleaners specific to your surfaces, such as metal polishes and granite cleaners, or your personal preferences, such as wipes and special-purpose sprays.
  - **Make a clean-safe plan.** As you are taking inventory, analyze where your cleaning supplies are stored. If there are pets or small children in the household, be sure they are stored in a locked cabinet, out of reach of little explorers. Schedule cleaning during “down” time such as nap time or when small children are in school or on a play date.
- Rather than looking at your home as a whole, approach spring cleaning one room at a time.
- **Clear the clutter.** Recycle old catalogs and magazines. A good rule of thumb is to keep catalogs no longer than a week, magazines no longer than three months. As you recycle, note what you haven't got around to reading and consider canceling these subscriptions. Create a place to deposit mail that needs to be attended to. Put clothes and small items away in drawers, cabinets and closets.
  - **Analyze and remove the big stuff.** If your area rugs haven't been professionally cleaned in awhile, now is the time to send them out. Are your washable curtains due for a laundering? How about comforters, blankets, bed skirts, slipcovers and shower curtains? Removing these things from the room and starting them on their cleaning journey will make it easier to tackle the rest of the space and it will be easier to see what needs to be done.
  - **Vacuum.** Move the furniture and send the dust bunnies packing. Then put the vacuum to work on the rest of the room: draperies (if they haven't gone to the drycleaner), upholstered furniture, lampshades, the tops of picture frames, mirrors and windows, edges of moldings, etc.
  - **Step back and observe.** Do the walls need to be washed, wiped or vacuumed? What about the light fixtures? The window treatments? Did vigorous vacuuming clean the carpet or is some deep-cleaning (professional or do-it-yourself) required? If you've done most of your cleaning at night, wait until you see the room in the daylight before you declare it clean!

## News Flash

### SDA on the Road

#### *SDA Attends Key National Conferences*

The education efforts of The Soap and Detergent Association are directed at understanding the issues and needs of consumer communicators and educators, and addressing them by providing materials that encourage the safe, effective and responsible use of household cleaning products. Partnerships with other organizations are an important component of this effort. This summer, SDA is reaching out to the members of many of these organizations by participating as an exhibitor at key national conferences. Look for us with a new name –American Cleaning Institute<sup>SM</sup> (ACI) – and a new logo. Here's where you'll find us:

**June 24-26:** *American Association of Family and Consumer Sciences (AAFCS)*  
101st Annual Conference & Expo  
Cleveland, OH

**June 29- July 1:** *National Association of School Nurses (NASN)*  
42nd Annual Conference  
Chicago, IL

**July 1-3:** *National Education Association (NEA)*  
148th Annual Meeting  
New Orleans, LA

**July 5-7:** *Family, Career and Community Leaders of America (FCCLA)*  
2010 National Leadership Conference  
Chicago, IL

If you are attending, please stop by and talk to us. We value your input and comments about our many and varied educational efforts.

## Travel Mishaps

### *How to Remove Stains as You Go*

With graduations, weddings, Memorial Day celebrations, family reunions and more, there's a lot of traveling going on in May and June. And just as you want to look your best, stains happen!

Short of packing twice as many clothes as you need, there are some precautions you can take. Nancy Bock, Vice President of Education at The Soap and Detergent Association, has some take-along suggestions to keep stains from tagging along on your travels.

#### **On-the-spot stain removal:**

- **Stain removal wipes.** These work great on washable fabrics, and are designed to remove the stain on the spot, before it sets into the fabric.
- **Stain removal pen.** This handy item is about the size of a felt-tip pen so it fits conveniently in a purse, a briefcase or a backpack. Generally, you just

press the tip of the pen into the center of the stain to release the remover and then rub the tip of the pen across the stain to remove it. If the area is going to be exposed to sunlight, wipe excess solution off of the stained area.

#### **Clean-hand helpers:**

- **Hand wipes.** Dirty hands are the fastest way to transfer soil to your clothes. Hand wipes are great for cleaning up sticky fingers and sticky surfaces.
- **Hand sanitizer.** This will do the job anyplace soap and water isn't easily available, and there is nothing to dispose of after each use.

#### **Launder later:**

- **Stain stick.** If it's a big stubborn stain, pretreating it with a stain stick will help put the mishap on hold until the item can be laundered.

## Clean S.P.O.T.

### *Family, Career and Community Leaders of America*



The Soap and Detergent Association is a long time supporter of Family, Career and Community Leaders of America (FCCLA). FCCLA is a nonprofit national

career and technical student organization (CTSO) for young men/women in Family and Consumer Sciences education in public/private schools through grade 12. FCCLA is the only national CTSO with the family as its central focus. Since 1945, FCCLA members have been making a difference in their families, careers, and communities by addressing important personal, work, and societal issues.

Today over 219,000 members in more than 6,500 chapters are active in a network of associations in 50 states, the Virgin Islands, and Puerto Rico. Chapter projects focus on a variety of youth concerns, including teen pregnancy, parenting, family relationships, substance abuse, peer pressure, environment, nutrition and fitness, teen violence, and career exploration. Involvement in FCCLA offers members the opportunity to expand their leadership potential and develop skills for life-planning, goal setting, problem solving, decision making, and interpersonal communication—necessary in the home and workplace.

FCCLA members and teacher advisers have supported SDA's clean hands programming and communicated its importance year around and especially during the recent H1N1 pandemic.

Visit [www.fcclainc.org](http://www.fcclainc.org) to learn more.

## Queen for a Day

### *Ideas to Make Mom Feel Special on Her Day*

Doing something nice for Mom on Mother's Day doesn't have to involve spending a lot of money. Nancy Bock, Vice President of Education at The Soap and Detergent Association, offers some cost-effective ways to make Mom feel like a queen for a day.

Pamper her with touches that will make her feel like she is sleeping in the finest luxury hotel. A freshly made bed with clean sheets is a great place to start. For sweet dreams, add a gentle fragrance via a scented laundry detergent or a scented fabric softener. The latter is available in add-to-the-wash liquids or in-dryer sheets. For a really luxurious touch, iron those sheets before you put them on the bed. A light spray of fabric starch will add some lovely crispness. And if you haven't introduced a fragrance in the laundry, consider using a softly scented spray starch. This special-occasion treatment will really make her feel like royalty.

Make picture glass, mirrors and windows sparkle with a glass cleaner spray or wipe. And, if time permits, give the bedroom a thorough dusting and vacuuming so the whole room is fit for a queen.

Next, make sure that Mom has all the fixings for a luxurious, spa-like soak in the tub. The first step is to clean the bathroom from top to bottom. Put out fresh towels. Then stock a basket with bath goodies, like scented soap, body lotion, shower gel, bubble bath, a scented candle and a new sponge. Add a rubber ducky (new – or freshly cleaned) to give her a chuckle.

Moms love flowers, too. If a big bouquet isn't in your budget, make an impact with a single beautiful bloom in a bud vase. Put one in the bath and one at her bedside. Add a mint on her pillow and put a book by her favorite author beside it. Short of funds? Borrow the book from the library. It's the thought and effort, not the dollars spent, that counts.

**Tell Nancy** Your Handwashing Stories!**Ask Nancy!/Tell Nancy!**

Remember when you were in school and Show 'n Tell was a favorite classroom activity? Well, that's just what we'd like to do with this section of Cleaning Matters. We'd love to hear more from our readers! Here's an acceptable place to air your dirty laundry . . . to tell others how you coaxed spots and stains from your favorite outfits. Do you have a funny story about what was left in the pockets? What lessons have your kids learned the hard way about doing their own laundry? You decide what's next! Send Nancy an email at [education@cleaning101.com](mailto:education@cleaning101.com) and write "Tell Nancy a story" in the subject line.

**Q: We'd like to get a second cat but I'm concerned about the increase in cat hair. Any ideas for keeping it under control?**

**A:** Regular brushing and combing is the best place to start. After that, your vacuum cleaner is your best ally for removing pet hair from the floor and the furniture. But, unless you vacuum religiously, cat hair can work its way into the fabric of your upholstered furniture. Treating sofas and chairs with a fabric protector often helps prevent this and makes it easier to vacuum up the hair. For quick pet hair pickup, rub the surface with a fabric softener dryer sheet. This works great for cat hair on clothes, too. Since cats love to jump and climb, wood furniture can also attract pet hair. A magnetized dust wand, mitt or cloth will help pick up and hold hair. Washable throws and slipcovers are another way to keep the hair under control. Just be sure to launder these items separately so the hairs don't transfer to other items in the wash load. Dry with two dryer sheets to help move any leftover hair to the lint trap.

**Q: We left the popcorn in the microwave too long and now there are burn marks inside. How can we remove them?**

**A:** Start by mixing a solution of warm water and dish detergent in a bowl until it suds up. Soak a rag or a coarse sponge in the solution and scrub gently. Wipe dry.

If some residue remains, sprinkle baking soda on a damp rag or sponge and scrub. If some stains remain, make a paste of one part water to three parts baking soda. Spread it on the food stains and let it set for three to four minutes. Wipe clean with a damp rag. As a last resort, scrub any remaining burn marks with a cotton ball or soft rag that has been soaked in acetone nail polish remover. Clean the entire microwave with warm water and dish detergent to remove any residual baking soda and/or nail polish remover. Wipe dry and you're back in business!

*Nancy Bock is Vice President of Education at The Soap and Detergent Association*

## Clean Ideas

### Gettin' Down and Dirty for Dad

#### *Five Great Ways to Show Dad you Care*

Does Dad really need another tie for Father's Day? Is a bottle of after-shave going to ring his chimes? Probably not! So this year, how about something really different? What busy dads are short on is time to care for the "stuff" that fills their lives. Here are some ideas for gifting him with a surprise cleanup.

- 1. His Grill:** A warm grill is easier to clean than a cold one. So fire it up, and then let it cool until slightly warm. Using a small wire brush, scrape off any food particles that remain on the cooking grates. If the grates are removable, take them out and soak in the sink or a tub filled with warm water and dish detergent. Remove them from the water and brush clean with a wire brush. If other parts of the grill require cleaning (for example, around the burner or on the inside surfaces), check the manual that came with the grill. When you've finished cleaning, re-assemble the grill and let it air-dry. Before using it again, preheat it for an extra five minutes to burn off any cleaning residue.
- 2. His Garden Tools:** The first step is to remove caked-on soil from hoes, shovels and spades. Wet the tool with a forceful spray of water, and then scrub with a stiff brush dunked in a bucket of warm water and a squirt or two of dish detergent. When most of the residue is gone, rub the metal surfaces with steel wool to create a clean, smooth and shiny surface. If some rust spots remain, carefully wipe a rust remover product on the metal surfaces to remove them. Then lightly coat the blade areas with a bit of oil – household oil, motor oil or vegetable oil should do the trick. This will help keep rust away and make it easier to clean the tools the next time they are used.
- 3. His Car:** Although auto repair stores are full of products to clean a car's interior, you can find most of what you need in your everyday cleaning supplies. Start by removing the trash, all the nonessential items and the floor mats from the interior. Discard what needs to be thrown away and put the other stuff in a pile to return once the interior is clean. Vacuum or wash the floor mats. Use a whisk broom to collect the loose debris, and then vacuum thoroughly, including the floor, the seats and any upholstered panels. Use the vacuum's crevice tool and other attachments to get to all the hard-to-reach areas. Next, fill a bucket with hot water and add a few squirts of dish detergent. Swish it around to get some suds going. Then, dip a clean washcloth into the solution, wring it out and start wiping the inside. As the cloth gets dirty, rinse it out, dip it back in the soap solution, and wring it out again. Be sure to clean everything – the dashboard, steering wheel, console and interior trim. Finally, clean the windows, using paper towels and a household window cleaner. To avoid drips, spray the cleaner onto the paper towel, and then start wiping from the top of the window down.
- 4. His Ties:** While he may not need any new ones, those he owns could probably use a bit of freshening up. In-dryer cleaning kits may be used to remove odors and light spots and soil. For stains and heavy soil, send his ties to a professional drycleaner.
- 5. His Computer:** Before you begin, make sure the computer is turned off. Turn the keyboard over and gently shake it to remove crumbs and debris. Clean the keyboard, the mouse, the computer housings and the desktop with cleaning wipes or a cloth sprayed with an all-purpose cleaner. Never spray cleaner directly onto any part of the computer. To clean the monitor, use a microfiber cloth, either dry or dampened with clean water, or a product specially formulated for computer screens. If you use anything else, you run the risk of damaging the screen.