

Welcome to  
**fresh.**



Air care solutions for every smell and space.





# When it comes to clean, the nose knows.

Research shows that memories triggered by smell are often stronger than those triggered by sight.<sup>1</sup> As a key factor in the perception of clean, what you smell when you enter a space leaves a memorable first impression – good or bad.

When that impression is bad, it's no surprise that odor is one of the top complaints from guests, residents or visitors.<sup>2</sup>

People can detect more than  
**1 trillion**  
different scents.<sup>3</sup>

## The science behind odor control.

Ecolab's odor control solutions target and eliminate odors in three ways:

### PAIRING



Combines fragrance with odor to create a pleasant new scent.

### BINDING



Traps odor to create a new, unscented molecule.

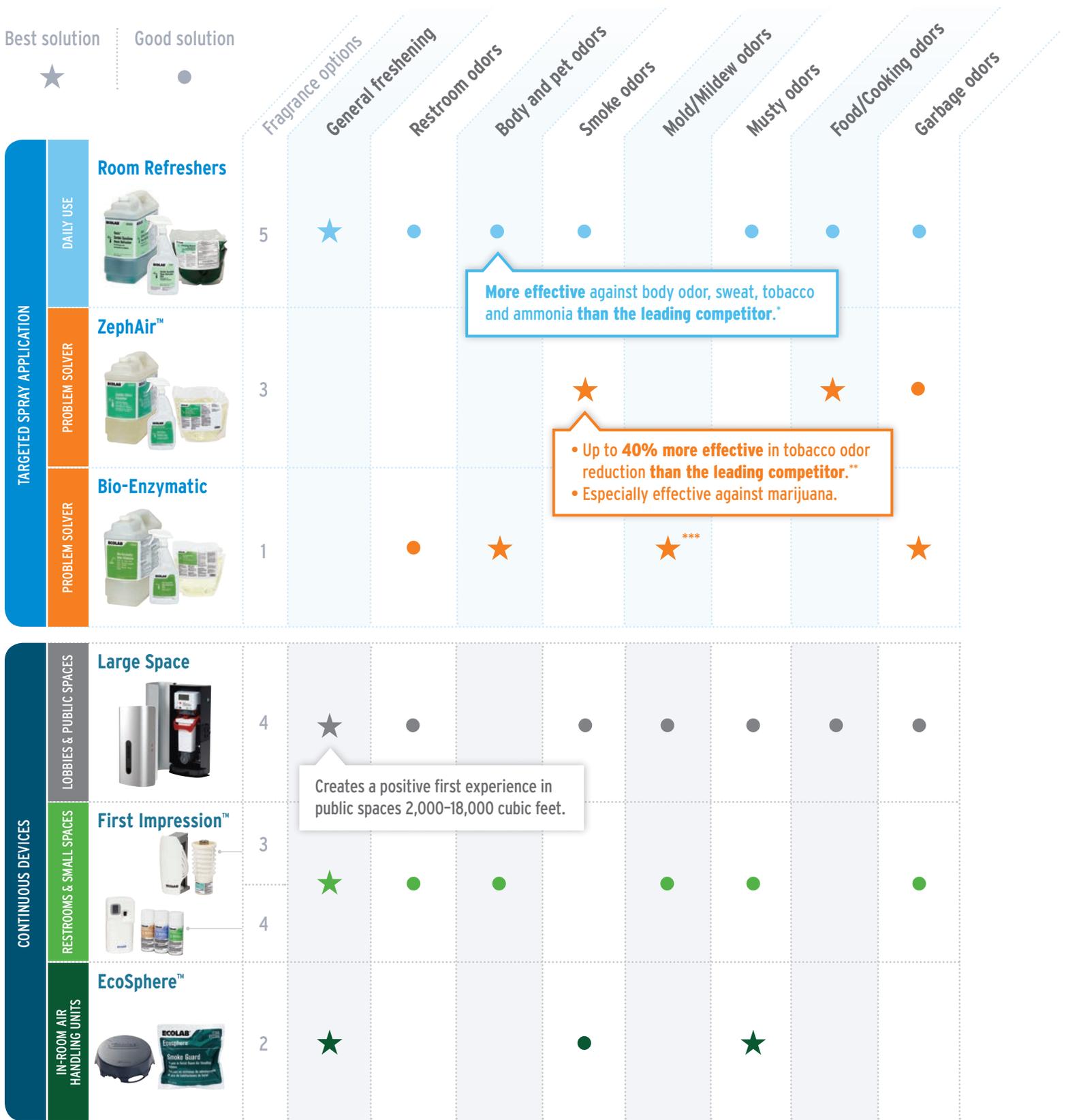
### BIODEGRADING



Uses enzymatic action to break down the source of odor.

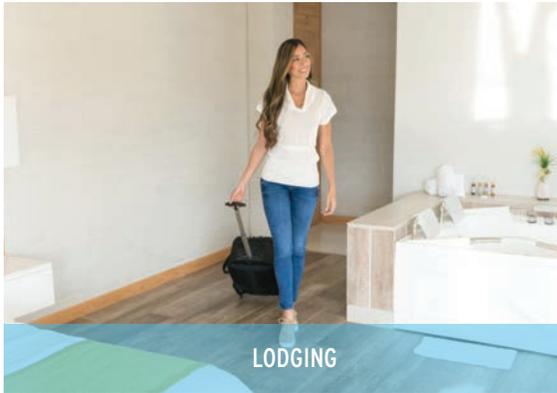
# Which odors are a challenge for your space?

Not all odors are the same. Whether you're looking to eliminate everyday odors or tackle stubborn smells, our **Odor to Product Match Guide** can help you **select the right solution** for your needs. Use the guide to learn more and see how Ecolab can outperform the competition.



\* Ecolab Clean Escape Room Refresher vs. Febreze Deep Penetrating Concentrate, after 1.5 hours, study by Robertet, September 2018.  
 \*\* Citrus Cucumber scent vs. Febreze Deep Penetrating Concentrate. Malodor Reduction Efficacy Testing Report, St. Croix Sensory, Sponsored by Ecolab, July 2017.  
 \*\*\* Mold/mildew odors should 1) be treated with a disinfectant to kill the organism that causes the odor, and 2) be treated with Bio-Enzymatic to treat residual odors.

# Air Care Solutions for every smell and space.



## Helping you clean more efficiently with confidence.

Whether you're in charge of a private or public space, Ecolab's Air Care Solutions are just one part of our comprehensive housekeeping and janitorial programs. In addition to freshening your spaces, we also offer streamlined solutions for cleaning and disinfecting, along with world-class training and tools to help you provide a healthy, clean and welcoming environment.

- ✔ Find the right products for your problem
- ✔ Train employees on the right procedures
- ✔ Improve operational efficiency
- ✔ Achieve great results
- ✔ Receive unparalleled service you can trust

Visit [ecolab.com/offerings/odor-care](https://ecolab.com/offerings/odor-care)  
or call **1.800.35.CLEAN.**

### It's as easy as 2+1

Ecolab offers a complete program to match your entire range of housekeeping and janitorial needs.



<sup>1</sup> Scientific American. Why Do Smells Trigger Memories? <https://www.scientificamerican.com/article/why-do-smells-trigger-memories/>. October 15, 2016.

<sup>2</sup> Statista. Most common complaints of hotel guests from the United States as of March 2015. <https://www.statista.com/statistics/427822/most-common-hotel-guest-complaints-us/>.

<sup>3</sup> National Institutes of Health. Humans Can Identify More Than 1 Trillion Smells. <https://www.nih.gov/news-events/nih-research-matters/humans-can-identify-more-1-trillion-smells>. March 2014.