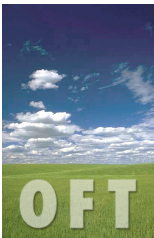


kleenology®

The Study and Advancement of Professional Cleaning

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Odor Free Technology

Sometimes the best aromatherapy is no aroma at all.

Increasing awareness of indoor air pollution and growing concerns about exposure to fumes, such as those produced by carpet off-gassing and other VOC emissions, has caught the attention of many; homeowners, business, government, not to mention, the cleaning industry. As a result, many facilities in the healthcare, commercial and institutional industries have banned the use of fragrances and even personal cologne. The movement towards *little to no* fragrance in the residential and commercial marketplace is growing each year. Is this merely a trend, or is it indicative of the direction our industry is heading?

For the purpose of this article, the word “odor” refers to any scent, from pleasant to not so. For the cleaning technician, fragrances can heighten the awareness of a freshly cleaned environment, as well as, temporarily disguise any unpleasant odors not removed during the cleaning process. While in some cases the use of no fragrance may be desired, the right amount (a small amount) of fragrance is beneficial, and even preferred, in most cleaning situations.

Introduction of “Fragrance Free”

Early on, Kleenrite Chemical felt that there was a need for the option of a fragrance free approach to cleaning. In 1998, we introduced the first fragrance free rinsing agent - [KleenRinse](#) Fragrance Free. Next, we formulated [H2Odor](#),

super concentrated water base fragrance additives, for those who prefer a pleasant scent. By adding an H₂Odor fragrance to cleaning solutions (prespray, emulsifier, rinsing agents, etc.), the technician and their customer can control the desired level of fragrance. In our ever changing market, this is one method that allows total control over the presence of fragrances during and after the cleaning process.

Complete Odor Elimination

Although H₂Odor can produce a pleasant scent, it is simply a “mask.” It will not remove the source of the malodor; it will only temporarily cover unpleasant odors with a more pleasant one. Obviously, the ultimate goal should be to eliminate the odor, not mask it.



Until now, there have been three basic systems for eliminating odor: Disinfection, Bacteria and Odor Counteracts. Now, there exists a new chemistry that is assisting cleaning technicians by

providing them with a uniquely exceptional tool for permanently eliminating malodors. We refer to this new system as Odor Free Technology (OFT). All would agree that a system such as this would be invaluable in our quest for the perfect, nontoxic odor eliminator. This product now exists and has been rightfully named, No Limit®.

Our philosophy with No Limit is: “Sometimes the best aromatherapy is no aroma at all.” Unlike other deodorizers, there are no fragrance oils

added to this product. Without fragrances to interfere with the sense of smell, the cleaning technician and customer can accurately determine if the odor has been completely eliminated. Furthermore, it is our best way to prove how well this new technology works.

In [field tests](#),

research has revealed that home and business owners are tired of overly fragranced deodorizers that simply “cover up” and never quite eliminate the urine, smoke or skunk odor. Even worse, is obtaining the result of “cherry urine” or “lemon skunk.” No Limit is different; it will *effectively* and *permanently* alter the structure of the odor molecule, never to smell again.



As an added benefit, No Limit will decrease soil adherence of a treated surface, especially carpet and upholstery. This product contains a blend of polymers that will actually counteract resoiling and impart anti-static properties onto both porous and non-porous surfaces. Other odor eliminators that do not contain these unique polymers *and* are formulated with high concentrations of fragrances, require rinsing due to the soil-attracting nature of their fragrance oils and surfactants. By design, No Limit is the ultimate solution for complete odor elimination - *no* overpowering fragrance, *no* resoiling, *no* rinsing, *no* odor. Truly unlimited!

[Comments?](#)

ODOR ELIMINATION SYSTEMS

Disinfection

The use of an antimicrobial, either approved by the EPA or not, to kill odor causing bacteria or inhibit the growth of mildew.

[Microcide EPA](#)
[Microcide SRS](#)

Bacteria

Strains of bacteria excrete specific enzymes that break down substances such as protein and urine. These malodors are absorbed by the bacteria as food. Yum!

[BioEnz](#)
[KleenRinse Natural](#)

Odor Counteractants

Fragrance blends that can match the evaporation rates of their target odor. They will somewhat modify the odor molecule pattern, and block or confuse our smell sensors.

[KleenFog](#)

Odor Free Technology

Actually join with the odor molecule, permanently altering its structure. This new complex structure cannot evaporate and forms an anti-resoiling, anti-static, microscopic particle.

[No Limit](#)