



Foodservice Bleaches – Some comments

Household Sodium Hypochlorite Bleach has been used in Foodservice applications for generations – for cleaning and for disinfection. It's the cheapest and most efficient disinfectant around. Our focus today is in the area of workplace sanitation and Sanitation of Food Preparation / Contact areas in particular.

Today there are many various grades of Bleach in the market – Retail (Both Brand Equivalent and lower economy grades), Institutional, and Low End Dollar store bleach... "Bleach is not simply Bleach" despite the claims of buyers. Lots of bleach in the retail and other markets are not registered with the Environmental Protection Agency and as a result ARE NOT DISINFECTANTS. With the advent of the watered down - low strength bleaches in today's marketplace there are discussion points to raise in offering / selling a Quality, Brand Equivalent bleach to your customers. We know that Disinfectant Grade Bleaches or any other Disinfectant for that matter that claims to disinfect / sanitize has to be registered with the EPA to be able to make those claims. – That's the law. This aspect insures that all the products that make a Kill claim will do exactly that – do what is claimed on the label....It's probable that lower strength bleaches from other marketing channels (Retail, Dollar Store, etc.) find themselves into your market channel and you find your Quality oriented products being compared to these lower grade materials. They most likely DO NOT have an EPA registration – Thus they do not kill any germs.

Institutional Bleach is used widely to generally clean, disinfect and also sanitize the 3rd sink rinse for barware, dishes, and implements in other areas of restaurant sanitation. The sanitation and disinfection requirements stated on an EPA registered label for using bleach state clearly that a specific ppm bleach solution with a corresponding contact time is needed for a germ free / "clean" surface.

PureBright Germicidal ULTRA bleach is a 6% Bleach. It is a fully documented EPA registered Germicidal Bleach with additional specific Germ "call-out" claims. The lower strength bleaches are as low as 2-3% (1/2 strength) and usually do not have an Active Ingredients statement on the label. That means they WILL NOT have an EPA registration number on the label – a sure sign of "No Disinfection Claim". If a product is a low strength material, the lower strength bleaches could be used at a 2:1 ratio simply to get the equal chlorine content of the EPA Registered bleaches - not to mention that it's not documented as a Germicide / Disinfectant. Today, more than ever, customers are always trying to save a buck and bleach is a competitive SKU – so customers sometimes unknowingly buy low strength bleach using "Bleach is Bleach" as reasoning to save \$\$.

For Example: If you sell PureBright bleach for \$13/case to a customer and a lower strength bleach is offered your customer for \$10 by a competitor (assuming same size/units per case) - your product is a better value - since the lower strength bleach can be 1/2 the strength of PureBrightThat "cheaper" case actually costs your customer \$20 to get the same chlorine for sanitizing as you would using the PureBright... and on top of that, the Purebright is a Fully EPA Documented registered Disinfectant / Germicide..

So be watchful in your accounts as lower strength bleaches are sold and used today - seamlessly. Make sure that the Competitors material has an EPA registration number on the Label – and that Germs Like E. Coli and others are referenced right on the label. That insures quality and germicidal activity based on the Registration with EPA. And Keep an eye out for the strength. No strength on the label pretty well guarantees it's not registered and might be a low strength product. Remember – NO EPA # - NO Kill...