



CLEANLINESS FACTS

TIPS AND TRENDS FROM THE SOAP AND DETERGENT ASSOCIATION

475 Park Avenue South New York, New York 10016

GETTING A FIX ON FIXTURES Trends in Bathroom Basics

A bathroom's not a bathroom without the three basics: a lavatory or sink, a tub and/or shower and a toilet. They are made from many different materials, each with its own set of assets and drawbacks. The following information is courtesy of The Soap and Detergent Association.

The most popular choice for toilets, lavatories and sinks is *vitreous china*. It is sanitary, moisture-resistant and easy to keep clean, but it can crack if mistreated. White is the most economical choice; colored versions are more expensive. Hand-painted versions are a luxurious touch.

For bathtubs and sinks, *enameled cast iron* is a high-priced choice that offers deep color and a rich gloss. For durability and chip resistance, look for fixtures with a baked-on enamel finish. Cast iron is heavy, which may be a problem for a tub in a second- or third-floor bathroom. Another drawback is the fact that hot water cools faster in these tubs because of the metal core.

Enameled steel or porcelain on steel produces lightweight and comparatively inexpensive fixtures. This type of tub is more susceptible to chips and dents than other enameled tub materials.

Fixtures made from *fiberglass* usually consist of a backing that is coated with a polyester gel. The result is a warm-to-the-touch surface with low thermal conductivity so hot water cools slowly. It is lightweight and economical, but not as durable as some other fixture materials.

Bath units of *acrylic*, or ABS, come in a wide range of colors, sizes and price points. They are lightweight and have insulating properties. The acrylic surface is more durable than a gel coated surface and the color is deeper. However, to seal and protect the surface, a nonabrasive paste wax must be applied occasionally.



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Certain materials are being used to create both the sink and countertop. *Solid surfacing*, noted for its durability, can be molded into shape. The wide range of colors and patterns gives the fixtures a custom look. This expensive, high-performance choice is both durable and easy to maintain.

Cultured stone, or *cast polymer*, is a category that is gaining in popularity as a moderately priced surface. To create a surface that resembles natural stone, a gel coat is sprayed into a mold, then a mixture of ground marble, granite or onyx and a polyester resin are added. The resulting surface is chip-resistant and easy to clean.

For information on cleaning bathroom surfaces, see the reproducible master on pages 3-4. ■



SDA





THE SAFETY FACTOR

Keeping Kids Safe

The ongoing battle against dirt and germs can mean opportunities for accidental exposure to household cleaning products, says The Soap and Detergent Association. This is especially true for children under age five.

Particular vigilance is required during busy times. At home, the hours between 4:00 and 8:00 PM are risky times because everyone is tired and distracted. In child care settings, busy periods include lunch and snack times, as well as during the children's arrivals and departures.

Some good sense guidelines will help ensure a safe environment. Cleaning products should be stored in a locked cabinet or closet, away from food and not accessible to young children. Products should be kept in their original containers, with the product labels intact. These labels include valuable information about proper use, storage, disposal and first aid. It can be dangerous to use a product incorrectly or to follow the wrong emergency treatment procedures.

When a cleaning product is used, remove only the amount needed for the cleaning job at hand. Properly close the container, especially if it has a child-resistant cap. Return the product to its secure storage place. Never mix cleaning products. A product that is safe when used by itself can become dangerous if mixed with another product.

Routine cleaning and dishwashing should be done when there is a lull in activities, such as at nap time, or when children are not in the room.

Never leave a cleaning product unattended. Be sure to empty pails after each use. Leaving even a small amount of liquid in a pail is dangerous. It's much too easy for a "top heavy" toddler to topple into a bucket and drown. Do not leave cloth diapers soaking in a bucket or diaper pail in an area where toddlers are present. Be on the alert for other potentially dangerous situations, such as toilet bowls, bathtubs, containers with drinking water for animals and laundry soaking solutions.

For safety's sake, the phone number of the local poison control center, should be displayed next to the phone. ■

MISCELLANY

Upscale Closets

Closets are going big time, reports The Soap and Detergent Association. In fact, today's new homes have about three times the closet space of homes built in the 1950s. Larger wardrobes filled with year 'round clothes, computer gear, video tapes, small appliances and multiple hobbies are just a few of the factors that add up to more stuff to store.

Larger homes often include closets as big as 200 square feet that are equipped with everything from skylights and benches to the closet island - a freestanding stack of drawers in assorted sizes with a countertop.

Closet design companies can reconfigure existing closets or outfit new closets with rods, drawers and cubbyholes designed to use all the existing space. Home furnishings industry experts report that the rising sales of wire, cardboard and plastic storage items make storage one of the fastest growing housewares categories. Portable canvas and vinyl storage closets are big news, too. They are outfitted with racks and shelves to provide instant closet space from basement to bedroom.

Spotlight on Showerheads

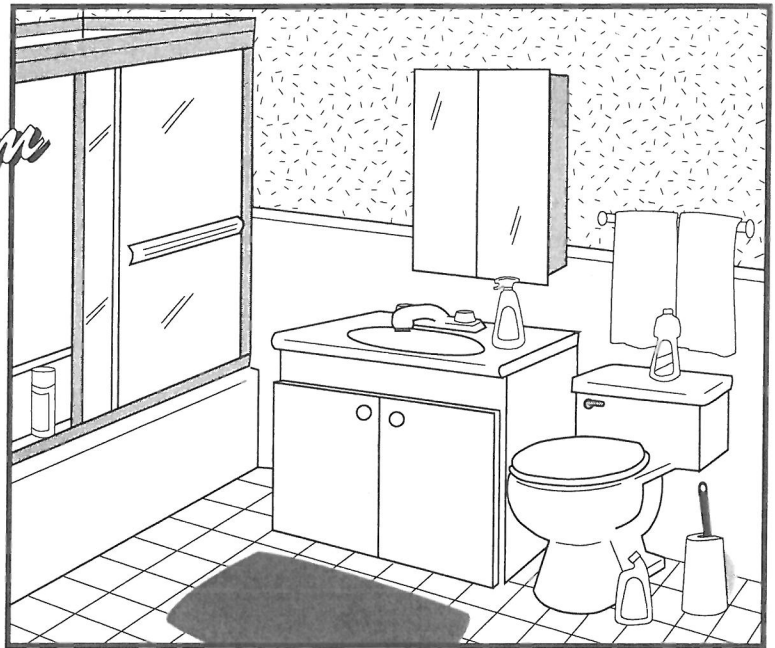
Form and function are what today's savvy buyers are looking for in showerheads, notes The Soap and Detergent Association. Sleek, scaled down styling is important. Chrome and white are the most popular colors, but some manufacturers are offering other color options. Handheld showerheads are becoming more popular, too. One manufacturer reports that 50% of sales are in this category. Modular units integrate handheld showerheads and accessory bars with shower organization items, such as soap dishes, shelves and baskets.

Since there are so many different opinions about what makes a good shower, manufacturers solve the problem by offering from three to 10 settings in one showerhead. The consumer can experiment and choose his or her favorite. It also allows family members to change the setting to match individual preferences. One model features a spray selector button that is particularly helpful for people with arthritis. ■

Cleaning House

A LOOK AT YOUR Bathroom

Bathrooms are where the cleaning challenges can really get tough. There are so many surfaces: chrome, brass, glass, porcelain, fiberglass ... plus a wide variety of soils: hard water deposits, soap film, rust stains and mildew, not to mention germs. Use this ✓ checklist to choose the right cleaning products for your bathroom surfaces.



PORCELAIN BATHTUBS AND SINKS

For stubborn stains or soap film buildup, let the cleaner thoroughly penetrate the soil, then rub or scour.

- ✓ tub/tile/sink cleaner
- ✓ nonabrasive, all-purpose cleaner
- ✓ disinfectant cleaner
- ✓ mild abrasive (liquid or powdered) cleanser
- ✓ hard water mineral remover to remove mineral deposits

CERAMIC TILE

This sturdy surface is susceptible to scratches.

- ✓ nonabrasive, all-purpose cleaner
- ✓ tub/tile/sink cleaner
- ✓ mild abrasive (liquid or powdered) cleanser
- ✓ disinfectant cleaner

Mildew can grow on grout between tiles.

- ✓ mildew stain remover
- ✓ solution of liquid household bleach (3/4 cup bleach to 1 gallon water)

FIBERGLASS SHOWER STALLS, BATHTUBS AND SINKS

Choose nonabrasive cleaners and cleaning cloths to avoid scratching these surfaces.

- ✓ tub/tile/sink cleaner
- ✓ nonabrasive, all-purpose cleaner
- ✓ disinfectant cleaner
- ✓ solution of baking soda and water

GLASS SHOWER DOORS AND MIRRORS

Use nonstreaking cleaning products for best results.

- ✓ glass cleaner
- ✓ glass and multi-surface cleaner
- ✓ tub/tile/sink cleaner for heavily soiled shower doors

VITREOUS CHINA TOILET BOWLS

Interiors are susceptible to the buildup of hard water deposits. Use a long-handled toilet brush to clean the rim holes and as far into the trap as possible.

- ✓ toilet bowl cleaner
 - ✓ in-tank (continuous) cleaner will maintain the freshness of the bowl every day
- Don't mix different types of toilet bowl cleaners together. For example, remove an in-tank cleaner and flush toilet before using another type of cleaner in the bowl.*

Don't use a toilet bowl cleaner to clean any surface other than the inside of the toilet bowl.

Exteriors can be scratched.

- ✓ nonabrasive, all-purpose cleaner
- ✓ disinfectant cleaner

PLASTIC TOILET SEATS

Avoid abrasive cleansers that may scratch these surfaces.

- ✓ nonabrasive, all-purpose cleaner
 - ✓ disinfectant cleaner
- Thoroughly rinse and dry hinge areas and bumpers.*

For more information on household cleaning, order SDA's "All the Dirt on Cleaning House" (no charge).

Bathroom

CLEANING TIPS

- ✓ Rinse the tub after each use to keep soap film and hard water deposits from forming. Keep a small sponge handy for wiping down the tub walls after bathing. Use a towel or a squeegee on shower walls. Dry faucets and handles to prevent water spots.
- ✓ Keep shower doors and curtains open after use to allow them to air dry and prevent mildew. If mildew does appear, use liquid household bleach or cleaners with bleach to remove stains.
- ✓ To clean vertical surfaces where cleaners can run off quickly (bathtubs, showers, toilet bowls), spray foams and thick liquids are effective.
- ✓ Consider using a disinfectant cleaner for toilet bowls, tubs and showers.
Only products that have an EPA registration number on the label have met government requirements for killing germs. It's important to follow label directions to be sure you are getting germ-killing benefits.
- ✓ Avoid using products containing bleach to remove rust stains as they may intensify the color. Only use a rust remover for such stains.

READ THE LABEL...

On Cleaning Products

Product labels provide just about everything about a cleaning product and its safe and effective use. Look for some or all of the information on the sample label shown below.

On Surfaces and Appliances

Most surface and appliance manufacturers give instructions for cleaning their products ... usually on a tag or sticker attached to the product. Or, contact your retailer or the manufacturer for care instructions.

Product Name: Bath Clean

Product Type: Disinfectant Tub and Tile Cleaner

Directions for Use:
TO USE: Hold 6-8" from surface. Spray. Wipe with wet cloth or sponge.
TO DISINFECT: After cleaning reapply, covering entire surface, let stand 10 minutes before wiping

Ingredients:
 Active Ingredients:
 n-Alkyl dimethyl benzyl ammonium chlorides.....0.1%
 n-Alkyl dimethyl ethylbenzyle ammonium chlorides.....0.1%
 Inert Ingredients (includes detergents and cleaners):.....99.8%

Human Safety Information:
CAUTION: Do not spray in face or eyes. In case of contact with eyes, flush with water.
 Store out of the reach of children. Do not reuse empty container, discard in trash or recycle where facilities exist.

Storage and/or Disposal Information:
 Store out of the reach of children. Do not reuse empty container, discard in trash or recycle where facilities exist.

EPA Registration Number: EPA Reg. No. 1234-123

Manufacturer's Name and Toll-free Number: If you have any questions about this product, call 1-800-0000. XYZ Company

Environmental Information: Bottle Made of 25% Recycled Plastic

Net Weight or Volume: NET 17 FL. OZ. (1PT. 1OZ.) 502 mL

**Where
will YOU
be on...**

April 17, 1997?



*Save the date for a Live Satellite
Videoconference coming to a
location near you...*

**Cleaning Products...
In Our Homes,
In Our Environment**



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**YES!
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- Be a downlink site/site coordinator**
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Name: _____

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Mail or fax this completed form to:

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475 Park Avenue South
New York, NY 10016
Fax: 212-213-0685



**Watch for updates
throughout 1996!**

Taking Tea

While tea still has a ways to go to match the popularity of coffee, it's been gathering steam. According to one industry observer, 51 million American households contain hot tea drinkers.

Tea drinkers are popping up everywhere, from the editorial pages of fashion magazines to dramatic scenes in period films. Even trendy espresso bars are adding tea to their menus. Books focus on where to take afternoon tea, as well as shops that carry tea and accessories.

With all the emphasis on tea, there's bound to be an increase in tea spills and stains, observes The Soap and Detergent Association. To remove fresh tea stains from washable items, sponge or soak the stain in cool water. Pretreat with a prewash stain remover, liquid laundry detergent or a paste of granular laundry detergent and water. Launder using liquid household bleach (sodium hypochlorite), if safe for the fabric, or oxygen bleach. Older stains may respond to soaking in a product containing enzymes before laundering.

Bathroom Safety Tips

Conditions in the bathroom are often accidents waiting to happen. The Soap and Detergent Association offers some bathroom safety tips to help prevent them.

Non-slip floors provide better footing for wet feet. The tub or shower should have a slip-resistant surface to stand on. Install grab bars in both the shower and the bath. Make sure they are securely fastened with long screws anchored directly into the wall studs, not plaster, tile or wallboard.

Store cleaning products out of the reach of young children. Always put the lids back on immediately after using them.

All medicines should be clearly labeled. They should have child-resistant lids closed securely and be stored out of the reach of little hands.

Unplug hair dryers and other electrical appliances when not in use.

If the household includes children and elderly people, install night lights in all the bathrooms. Thermostatically controlled faucets are another especially good idea for these age groups. ■

WHAT'S NEW?

Goopy soap is history with two innovative soap dishes that have built-in drainage holes to prevent the bars from melting away. Designed by a California ceramic artist, these soap dishes are available in celadon, blue, black and off-white and coordinate with a line of compatible accessories, including tumblers and boxes for swabs, cotton puffs and similar small necessities.

(Collections; 380 Brannon Street;
San Francisco, CA 94107)

Now you need them, now you don't. Foldables is a line of cotton laundry products with collapsible tubular frames. The line includes a two-bin sorter which holds five loads of laundry, a hamper that holds three loads, and a junior hamper and a laundry basket with mesh sides that each hold two loads. At storage time, the side panels of the cotton bases tuck inward when the products are folded.

(Seymour Housewares Corp.; 855 N Chestnut St.
P.O. Box 408; Seymour, IN 47274)

When child-resistant safety caps aren't enough, here's how to keep exploring small fry away from dangerous medications. The Safety Lock Box is an anodized aluminum case that can be attached to a shelf inside the medicine cabinet. The recessed locking mechanism won't interfere with the cabinet door.

(Robern; 1648 Winchester Rd.;
Bensalem, PA 19020)

The Warm and Dry Towel Warming Bar is an accessory for all seasons. This 1,250-watt unit can be snapped onto an existing towel bar or mounted on its own brackets. It blows out warm air to dry damp or water-soaked material. Use it in the winter to dry soggy mittens fast. Use it in the summer to give wet bathing suits the quick-dry treatment. Use it all year long to heat up towels for post bath and shower use.

(Lyons Industries, Inc.; 30000-M-62;
P.O. Box 88; Dowagiac, MI 49047) ■



“KEEP IT CLEAN” BRIEFS

For faster drying and energy savings when drying clothes be sure to clean the lint filter after each load. Dry only one washer load at a time. Overloading increases drying time and causes uneven drying and wrinkling. When drying only one or two items, add a few similar clean, dry items to balance the load and allow for proper tumbling action. Dry hard-to-dry items separate from lightweight items. Mixing the two garment weights will overdry faster-drying garments because the dryer will continue until the moisture is gone from the heaviest items.

Range reflector bowls help conserve energy by reflecting heat into the cooking pan. They also, catch spills and make the range look more attractive. But, food stains can damage or shorten the life of the bowls.

To help prevent splatters and spills, don't overfill cooking pans. Use a pan large enough to hold the food without boiling over. Use lower heat settings

to prevent splatters and boil-overs. Pans with strong, sturdy handles will help prevent pans from tipping over when lifted. Always use potholders when moving hot pans.

Follow the directions in the use and care guide for specific cleaning instructions.

Prewash soil and stain removers are effective in removing oil-based stains like animal fats, body soils, cooking oils, cosmetics and motor oils.

Liquid or aerosol products work best while they're still wet, so wash garments within a few minutes after they are applied.

Stick and gel prewash stain removers work best when left on the soiled area three - four days before washing.

Before using, check the garment care label. Be aware that prewash products can cause color loss in bright or fluorescent colors.■

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