



# CLEAN WITH CONFIDENCE.

Use Sink & Surface Cleaner Sanitizer to help reduce risk,  
ensure compliance and streamline processes.

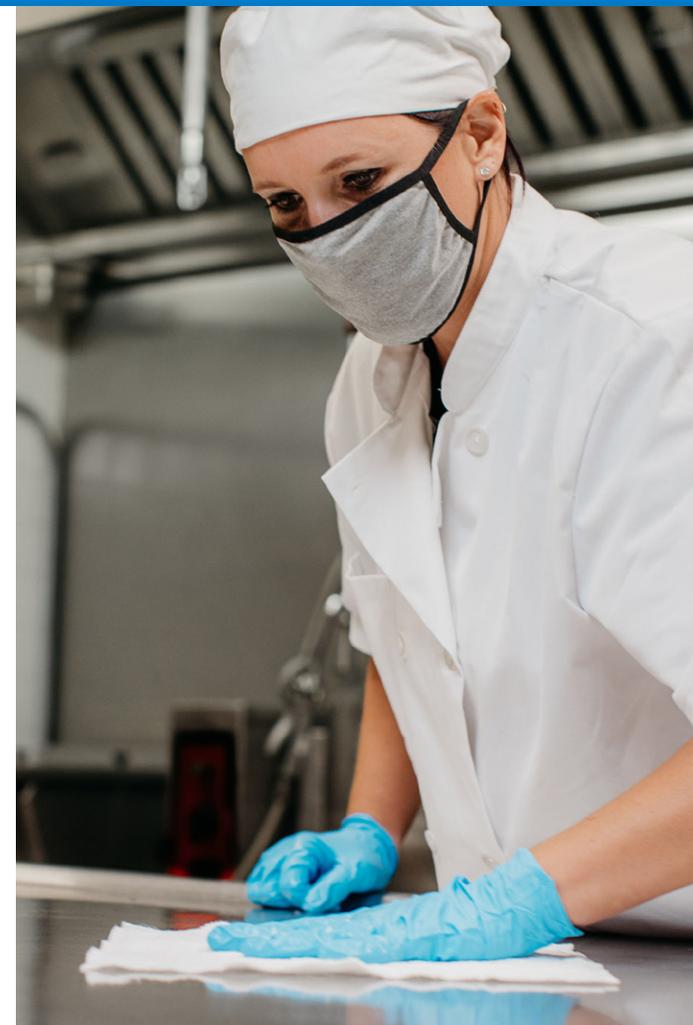
A 5-MINUTE READ





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# OVERVIEW

Our revolutionary Sink & Surface Cleaner Sanitizer combines cleaner and sanitizer in one no-rinse, EPA-registered solution with both a 15-second kill claim against the virus that causes COVID-19 and a 30-second Norovirus kill claim when used on hard non-porous surfaces.<sup>1</sup>

The COVID-19 pandemic has led to heightened customer expectations around cleaning and Sink & Surface Cleaner and Sanitizer is designed to help your foodservice operation clean and sanitize with confidence and greater efficiency.



**15-SECOND  
KILL CLAIM**

against the virus that  
causes COVID-19.<sup>1</sup>



**30-SECOND  
KILL CLAIM**

against Norovirus.<sup>1</sup>



<sup>1</sup>When used according to directions for use on hard non-porous surfaces. Refer to EPA master label under #1677-260.



# A PERSISTENT THREAT

Food safety has long been a challenge for foodservice operators. Norovirus – a highly contagious virus that has made headlines for outbreaks around the globe – poses a primary risk to guest and staff safety and to your brand.

Roughly 20 million people get sick from Norovirus each year, according to the Centers for Disease Control and Prevention (CDC)<sup>1</sup>, often from contaminated food or surfaces. It's a huge threat from a tiny source– according to a report from the Journal of Medical Virology, as few as 18 Norovirus particles on your food or hands can lead to illness and the amount of particles that can fit on a pin head are enough to infect 1,000 people.<sup>2</sup>



## 20M

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## 18

As few as 18 Norovirus particles on your food or hands can lead to illness.



## 1,000

The amount of Norovirus particles that can fit on a pin head are enough to infect 1,000 people.

<sup>1</sup><https://www.cdc.gov/vitalsigns/norovirus/index.html#:~:text=About%2020%20million%20people%20get,or%20by%20eating%20contaminated%20food.&text=Norovirus%20is%20the%20leading%20cause,contaminated%20food%20in%20the%20US.&text=Infected%20food%20workers%20cause%20about,norovirus%20outbreaks%20from%20contaminated%20food.>  
<sup>2</sup><https://www.cdc.gov/vitalsigns/norovirus/infographic.html>



# A PERSISTENT THREAT

Restaurants are a primary source of outbreaks, which, beyond the negative health consequences, can lead to shutdowns, significant fines and brand damage that can be hard to overcome. CDC data found that restaurants account for 64 percent of Norovirus outbreaks. The CDC also found that more than 75 percent of foodborne illnesses in general originate in foodservice settings, and that 13 percent of outbreaks are caused by contaminated equipment or environments.<sup>1</sup>

More than

**75%**

of foodborne illnesses originate in foodservice settings!

Restaurants account for

**64%**

of Norovirus outbreaks.<sup>1</sup>

**13%**

of outbreaks are caused by contaminated equipment or environments.<sup>1</sup>

The emergence of COVID-19 has created additional risks for foodservice operations, **resulting in an increased focus on cleanliness and sanitation.**



<sup>1</sup><https://www.cdc.gov/vitalsigns/norovirus/infographic.html>



# AN INNOVATIVE SOLUTION

Recognizing the challenges that foodservice operators face, members of our antimicrobial team partnered with our food safety and public health experts to develop a solution.

Our team spent years thoughtfully researching, formulating and testing a solution that would not only clean surfaces and kill Norovirus, but also kill other relevant pathogens, and do it in a simple and effective way that would instill confidence in those putting it to work.

In a market dominated by commodity products designed to either clean or sanitize, we set our sights higher.

**We aimed to simplify procedures by eliminating the need for a rinsing step between cleaning and sanitizing surfaces, while also overcoming common challenges associated with other chemicals, such as quats.**

The need to use different cleaning cloths because of absorption issues, for example, or uncertainty about compliance because of testing restrictions, such as temperature requirements, are no longer challenges when using Sink & Surface Cleaner Sanitizer.





# AN INNOVATIVE SOLUTION

Our innovative solution centers around new chemistry that hasn't existed in foodservice before. We spent several years pursuing EPA approval of our active ingredient system – Dodecylbenzenesulfonic Acid (DDBSA) and Lactic Acid – for food contact surfaces used in public eating places.



**Doing so required exhaustive toxicological work to demonstrate the safety and effectiveness of the new active system at our recommended use levels.**

**The wait was worth it.**

DDBSA, characterized as an anionic surfactant (surfactants are powerful cleaners), is a workhorse cleaner that we were also able to formulate to increase effectiveness against bacteria and viruses. The product is formulated to be mild for the user, yet powerful enough to clean and sanitize surfaces using any cloth. As a sanitizer it works quickly—killing Norovirus in 30 seconds, a feat unmatched by any other concentrated food contact surface product. Sink & Surface Cleaner Sanitizer also kills the virus that causes COVID-19 in 15 seconds.<sup>1</sup>



<sup>1</sup>When used according to directions for use on hard non-porous surfaces. Refer to EPA master label under #1677-260.



# STREAMLINED PROCESS

**Sink & Surface Cleaner Sanitizer can be used on a wide range of hard, non-porous surfaces, from guest tables to food prep areas. It can also be used to effectively sanitize wares in a third sink.**

It eliminates the need for multiple surface cleaning products on food contact surfaces and will allow your team to streamline cleaning and sanitizing procedures, saving valuable time while actually improving results. Whereas the US FDA Food Code requires the cleaning, rinsing and sanitizing of food contact surfaces, Sink & Surface Cleaner Sanitizer allows your team to clean and sanitize with one product, omitting the rinse step. This simpler process can improve labor efficiency up to 33 percent. It can also ease staff training and help ensure protocols are followed, reducing the likelihood of improper sanitization of food contact surfaces.

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**Sink & Surface Cleaner Sanitizer is available as a convenient dilutable concentrate. Our team will ensure sound installation of equipment including dispensers, replacement tubing and labels at fill stations, so it is ready for your staff to use.**



**Omitting the rinse step can improve labor efficiency up to**

# 33%

**It can also ease staff training and help ensure protocols are followed, reducing the likelihood of improper sanitization of food contact surfaces.**



# COMPLIANCE ASSURANCE

Another key aspect of Sink & Surface Cleaner Sanitizer is its accompanying Visual Compliance System, which provides the ability to test the solution's efficacy at any time. This immediate confirmation of compliance does not currently exist with other common sanitizers, such as quats.



**The Visual Compliance System includes a specialized refillable bucket that incorporates a window, which holds a replaceable indicator strip that indicates when it is time to change the solution, so your team is never guessing. The strips turn a solid color when the solution is at its proper concentration. If the solution drifts out of spec, the test strip will show a color contrast that indicates it is time to change the solution.**

Though not a part of the Visual Compliance System, traditional test strips can be used to test Sink & Surface Cleaner Sanitizer efficacy in bottles and in the third sink as well – again, at any temperature.

A convenient Dry Wipes System is available for on the go cleaning and sanitizing. Wipe containers can be filled with Sink & Surface Cleaner Sanitizer solution and refilled when empty.





# SUSTAINABLE STRENGTH

**Ecolab solutions are developed with environmental stewardship and human safety in mind, and Sink and Surface Cleaner Sanitizer is no different.**



The new solution is a dilutable concentrate formulated at roughly a quarter ounce per gallon, which is incredibly efficient chemistry. That concentration helps make it cost effective and reduces packaging, transportation and storage requirements. Bottles can be refilled, buckets can be reused.



The water savings alone are tremendous. A restaurant following proper US FDA Food Code procedures, using five buckets filled to 4 quarts and changed three times per day, would save 5,475 gallons a year by eliminating the rinse step.



The diluted product can be safely used without personal protective equipment (PPE), using a spray bottle or any cloth for application.



# YOUR SAFETY AND COMPLIANCE PARTNER

**Sink & Surface Cleaner Sanitizer is our latest effort to help keep your business running strong in an increasingly challenging industry helping you achieve outcomes that will drive your financial success.**

We know foodservice operations are evolving with the industry and we strive to be a trusted partner you can depend on to meet your safety and compliance needs now and well into the future.



To learn more about Sink & Surface Cleaner Sanitizer and the personalized service of Ecolab, call

**1 800 35 CLEAN or visit  
[Ecolab.com/SinkSurfaceSanitizer](https://www.ecolab.com/SinkSurfaceSanitizer)**

