

Pine-Sol® Announces New, Improved Multi-Surface Cleaners for Commercial Operations
The new formulation delivers more cleaning power with less waste to help facilities achieve more effective and efficient results

PLEASANTON, Calif., April 3, 2024 – In response to the evolving needs of commercial cleaners, today Pine-Sol® announced the launch of its new and improved line of Multi-Surface Cleaners. From CloroxPro, the trusted makers of Clorox professional products, the new Pine-Sol Multi-Surface Cleaners have been reformulated to deliver more cleaning power per bottle with less packaging waste for a more effective and efficient clean.

More Cleaning Power

With a new citric-acid based formula, Pine-Sol Scented Cleaners, including Lemon Fresh, Lavender Clean and Sparkling Wave, now offer 5x better cleaning efficacy than the previous formula.¹ The new concentrated formula offers twice the cleaning power per ounce, for a better clean using less product.² The unique combination of citric acid active with optimized surfactants removes tough grease and grime on a wide variety of surfaces, without leaving a sticky residue behind. The fragrances have also been optimized to deliver long-lasting clean scents.

As a tried-and-true cleaning and disinfecting staple in public spaces, the Original Pine Scented Multi-Surface Cleaner has been reformulated to offer the same disinfecting power with better cleaning performance and less waste than before. Pine-Sol Multi-Surface Cleaner₁, Original Pine disinfects both full strength and diluted³ and kills 99.9% of germs including cold and flu viruses, the virus that causes COVID-19, RSV, Norovirus and more.⁴

“With more cleaning power packed into every ounce, we have been able to reduce the bottle size to decrease packaging waste while providing improved cleaning benefits,” said Kyra Caskey, Senior Director of Marketing, CloroxPro. “Through this innovation, we now offer cleaning professionals an advanced solution that not only improves the end-user experience, but also contributes to their improved sustainable practices.”

Less Waste

As more facilities focus on implementing more sustainable products and practices, the new and improved Pine-Sol Multi-Surface Cleaners serve as CloroxPro’s latest step to meeting customers’ evolving needs.

With more cleaning power per drop, the bottle size has been reduced by 50%.⁵ The smaller, lighter bottle uses 30% less plastic and is made using 50% post-consumer recycled plastic, and is easier to store, handle and pour.⁶

Maximum Versatility

Dilutable cleaners are a valued tool in professional settings and Pine-Sol Multi-Surface Cleaners deliver maximum versatility by effectively cleaning, degreasing and deodorizing in one step.

The new cleaners can be used facility wide as they are safe when used as directed on most hard, nonporous surfaces including floors, tables, toilets and more. This makes it the perfect solution to help keep offices, school and other public spaces clean and smelling fresh.

More information about the new CloroxPro Pine-Sol Multi-Surface Cleaners can be found at <https://www.cloroxpro.com/products/pine-sol/>.

¹ When used full strength vs. previous Pine-Sol Scented formula on soap scum

² Compared to the previous 144 oz. CloroxPro Pine-Sol Multi-Surface Cleaners

³ Disinfection pertains only to Original Pine Scent

⁴ Per EPA approved Master Label and when use as directed on hard, nonporous surfaces. Respiratory syncytial virus (RSV), SARS-CoV-2 (cause of COVID-19), Feline calicivirus (Surrogate for Norovirus).

^{5,6} Vs previous 144 oz Pine-Sol Multi-Surface Cleaner bottle

About The Clorox Company

The Clorox Company (NYSE: CLX) champions people to be well and thrive every single day. Its trusted brands, which include Brita[®], Burt's Bees[®], Clorox[®], Fresh Step[®], Glad[®], Hidden Valley[®], Kingsford[®], Liquid-Plumr[®], Pine-Sol[®] and Natural Vitality[®], can be found in about nine of 10 U.S. homes and internationally with brands such as Clorinda[®], Chux[®] and Poett[®]. Headquartered in Oakland, California, since 1913, Clorox was one of the first in the U.S. to integrate ESG into its business reporting. In 2024 the company was ranked No. 1 on Barron's 100 Most Sustainable Companies list for the second consecutive year. Visit thecloroxcompany.com to learn more.

About CloroxPro

Building on a century-long legacy in cleaning and disinfecting, CloroxPro offers some of the industry's most recognized and trusted brand names for commercial cleaning, including its Clorox Healthcare products for healthcare facilities. From comprehensive surface disinfection to advanced technologies, CloroxPro is committed to meeting the demands of industry professionals and commercial facilities such as offices, schools, athletic facilities and hospitals. For more information, visit www.CloroxPro.com and follow us on [LinkedIn](#) and [X](#).