

# Cold & Flu End-User Rebate

PROMOTION PERIOD: October 1, 2019 – March 31, 2020

**CLOROXPRO**<sup>TM</sup>

Save on select Clorox Professional Products® with this end-user rebate. The more you buy, the more you save.

## End-User Rebate

Buy 1 PRODUCT = \$10 REBATE

Buy 2 DIFFERENT PRODUCTS = \$25 REBATE

Buy 3 DIFFERENT PRODUCTS = \$50 REBATE

Buy 4 DIFFERENT PRODUCTS = \$100 REBATE



Receive up to \$100 for purchasing Clorox Professional Products®.

Please complete the following information in full. Incomplete information may cause delays in payment or ineligibility.

WB MASON ITEM	CASE UPC	PRODUCT DESCRIPTION	PK/SIZE	CHECK PURCHASED PRODUCTS (1 case maximum per UPC)
CLO15948CT	15948	Clorox® Disinfecting Wipes, Lemon	6/75 ct	
CLO15949CT	15949	Clorox® Disinfecting Wipes, Fresh	6/75 ct	
CLO31428	31428	Clorox® Disinfecting Wipes, Fresh, Refill	2/700 ct	
CLO31547	31547	Clorox® Disinfecting Wipes, Fresh, Bucket w/Refill	1/700 ct	
CLO35420CT	31523	Clorox® Clean-Up® Disinfectant Cleaner with Bleach1, Refill	4/128 oz	
CLO35417CT	35417	Clorox® Clean-Up® Disinfectant Cleaner with Bleach1, Spray	9/32 oz	
CLO31043CT	31043	Clorox® 4 in One Disinfectant & Sanitizer, Spray	12/14 oz	
CLO38504CT	38504	Clorox® Disinfecting Spray	12/19 oz	
CLO31903	31903	Clorox® Disinfecting Bio Stain & Odor Remover, Spray	9/32 oz	
CLO31910	31910	Clorox® Disinfecting Bio Stain & Odor Remover, Refill	4/128 oz	
CLO00031CT	00031	Clorox® Toilet Bowl Cleaner with Bleach1, Bottle	12/24 oz	
CLO02176CT	02176	Clorox® Hand Sanitizer, Spray	12/500 mL	
CLO01698CT	01698	Clorox® Anywhere® Hard Surface® Sanitizing Spray	12/32 oz	
CLO35418CT	35418	Pine-Sol® Multi-Surface Cleaner, Original Pine	3/144 oz	

### Business Name of Operation

Name	Title		
Street Address	City	State	ZIP
Email Address	Phone		
Signature	Date		
Distributor Name	Sales Rep Name		

Check here if rebate payment needs to be sent to alternate address

**Rebate Offer Terms & Conditions:** Rebate valid only in the U.S. to approved location end-user businesses customers only (with Federal Tax ID No. available upon request) for purchases made **October 1, 2019–March 31, 2020**. Offer expires **April 1, 2020**. **Rebate must be completed by end user. Distributor completed submissions will not be accepted.** A coupon can only be redeemed once, on one case per SKU. Limit one rebate per end-user per location. All claims must be on same order. Maximum redemption is **\$100** per location. Rebate requests postmarked and/or received after **April 30, 2020** will not be accepted. **Rebate amount paid not to exceed distributor invoice amount for Clorox products redeemed.**

**To Redeem:** Mail the completed form along with the original purchase receipt (with purchase amount circled) to: Clorox Professional Products Customer Rebate, P.O. Box 1040, Brunswick, OH 44212. Payment request must be postmarked by **April 30, 2020**, or it will not be accepted. Copies of distributor invoices with customer name, address, ship date, item number, price and quantity purchased are also acceptable proofs of purchase. Retain copies of all materials submitted for future reference. Rebate checks will be mailed directly to you upon receipt. **DO NOT DEDUCT FROM DISTRIBUTOR INVOICES.** Cases sold through bid program or other Clorox end-user programs are not eligible for this rebate promotion. Offer may not be substituted, exchanged, sold or redeemed for cash or other goods or services, nor combined with any other offer, gift card, rebate or discount. Void where prohibited, taxed or restricted by law. Call (800) 636-6542 or email [imt.rebates.admin@imco.com](mailto:imt.rebates.admin@imco.com) for rebate questions. Subject to availability. Clorox reserves the right to end promotional time period at any point, or cancel any rebate claim for any reason.

© 2019 Clorox Professional Products Company.



# Cold & Flu Facilities Talk Track



To help facility managers get ready for the flu season, Clorox® is offering a high value end user rebate to encourage stock-up. The attached WASH UP poster can be printed off by end users and hung up throughout their facilities to encourage healthy workplaces.

Intro	While last year's flu season was relatively mild compared to the 2018 flu season, an estimated ~40 million Americans still got sick from the flu. How did your office fare? <sup>1</sup>
Lead-In/ Tension	You do a great job of keeping your facility stocked with much needed supplies, but are you and your office colleagues <b>proactively disinfecting high-touch hard surfaces</b> ? How often are your breakroom sink handles, desks and door knobs being cleaned and disinfected?
Insights	<ul style="list-style-type: none"> <li>• I'm asking because <i>a contaminated doorknob and a person can infect 40% of office colleagues</i> in only 4 hours!<sup>2</sup></li> <li>• And flu viruses can live on hard surfaces like doorknobs for up to <i>48 hours</i>!<sup>3</sup></li> </ul>
Solution	Fortunately we're offering a <b>high value, limited time rebate</b> for certain Clorox® cleaning products. Take advantage of this rebate and buy some Clorox® disinfecting products for your office today.

## What products should I pitch?

- Start with disinfecting wipes – one case of Lemon (15948) & one case of Fresh (15949).
- Then recommend a case of Disinfecting Bio Stain & Odor Remover (31903) to keep on hand to kill germs associated with vomit, blood, feces, urine and the flu virus (kills in 30 seconds). Also recommend a case of Clorox® 4 in ONE disinfectant aerosol spray (31043) for soft surfaces like chairs and other office furniture.
- Don't forget to also recommend a Clorox Hand Sanitizer spray (02176) for each desk.
- Why? A 2015 study found that **four simple things reduced the risk of infection by 77%** for rotavirus & rhinovirus (proper hand washing, using tissues & hand sanitizer after sneezing & coughing, and using disinfecting wipes on high-touch surfaces)<sup>4</sup>.

## How does the rebate work?

- The more you buy, the more you save! Buy 1 case, Save \$10. Buy 2 cases, save \$25. Buy 3 cases, save \$50. Buy 4 cases, save \$100.
- The rebate runs from October 1, 2019 – March 31, 2020.
- The rebate can only be redeemed by the end user who must submit the rebate with the receipt, to be postmarked by April 30, 2020.
- Limit 1 case per SKU and one rebate per end-user location. All claims must be on same order.

## Why Clorox®? Why now?

- It's the flu season and Clorox® means clean. Clorox® disinfecting products kill 99.9% of germs.
- The flu cost employers \$7 Billion per year in sick days and lost productivity<sup>5</sup>. Facility managers have an important role to play in keeping their facilities safe & productive by encouraging good cleaning & hygiene habits, e.g. proper hand washing, use of tissues & hand sanitizer, and disinfecting high-touch hard surfaces daily (desks, breakroom sink handles, door knobs, etc.)
- Also – don't assume that cleaning crews are disinfecting personal workspaces! Desks are often off limits due to liability reasons. Employees should regularly clean their own workstations.



1. CDC. CDC Preliminary In-Season U.S. Influenza Burden Estimates [Internet]. [cited 2019 Aug 5]. Available from: <https://www.cdc.gov/flu/about/burden/preliminary-in-season-estimates.htm>

2. Reynolds KA et al. Arch Environ Occup Health. 2016 May 3;71(3):157-62.

3. Kramer, A., Schwebke, I., & Kampf, G. (2006). How long do nosocomial pathogens persist on inanimate surfaces? A systematic review. BMC Infectious Diseases, 6, 130.

4. Beamer, P. I., Plotkin, K. R., Gerba, C. P., Sifuentes, L. Y., Koenig, D. W., & Reynolds, K. A. (2015). Modeling of Human Viruses on Hands and Risk of Infection in an Office Workplace Using Micro-Activity Data. *Journal of Occupational and Environmental Hygiene*, 12(4), 266-275.

5. Molinar, NA, Ortega-Sanchez IR, Messonnier ML, Thompson WW, Wortley PM, Weintraub E, Bridges CB. "The annual impact of seasonal influenza in the US: measuring disease burden and costs." *Vaccine*. 25.27 (2007): 5086-5096. Retrieved from: [www.ncbi.nlm.nih.gov/pubmed/17544161](http://www.ncbi.nlm.nih.gov/pubmed/17544161).