

ELIMINATING ODORS WITH CONFIDENCE

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How **Whiff!** transforms facility hygiene in complex environments



By Eric Johnson
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Whether it's a public school, a correctional facility, commercial vehicles, a hospitality environment or commercial spaces, persistent odors are more than unpleasant—they're a signal that something deeper is wrong. Odors shape perceptions about safety, cleanliness, and operational quality. But masking smells with fragrances or attempting to scrub them away with bleach only delays the problem and can often worsen it.

Whiff!, powered by patented ReliOx chemistry, changes the game entirely. By safely and instantly generating chlorine dioxide (ClO_2) gas in water, Whiff! eliminates odor at its source—no masking, no residues, and no compromise to occupant safety.

THE CORE PROBLEM

Odors as operational and health hazards



Numerous studies and industry observations confirm that odor is one of the most common complaints in high-traffic facilities. These issues aren't limited to restrooms:



Restroom grout and tile collect urine and bacteria.



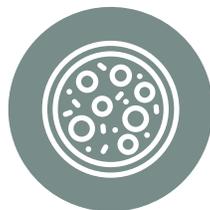
Locker rooms and laundry accumulate perspiration and mildew.



Musty administrative offices suffer from poor airflow and high humidity.



Food service areas struggle with organic waste, grease, and biofilm.



Drains harbor sewer gases and biofilms, especially when dry.



Trash bins and liners quickly absorb waste residue and leach odors.

Odor problems stem not just from neglect, but from the limitations of current solutions. Traditional air fresheners, bleach, or quats only provide temporary relief—and can be unsafe, unsustainable, or incompatible with modern indoor health standards.

BEYOND BARS

Innovation inside a northeast correctional facility

A recent pilot test of Whiff! in a secure mental health facility revealed its transformative potential.

A facilities lead offered glowing feedback: “It would be detrimental if I had to go back to using what I was using before Whiff!”

Key applications and results:

- Toilet and sink areas: Stainless steel units were left clean, shiny, and odor-free.
- Trash cans: Staff applied Whiff! to Over-the-Spill Pads placed at the bottom of steel bins. These pads eliminated odor and removed the need for regular bin washing, saving time and labor.
- Windowless administrative offices: Known for musty, stagnant air, these rooms were immediately refreshed with Whiff!, dramatically improving conditions without introducing fragrance or propellants.
- Sensitive populations: Due to aerosol restrictions, Whiff! was used with garden sprayers in stream mode, safely delivering ClO₂ without airborne propellants.

Rapid, widespread adoption:

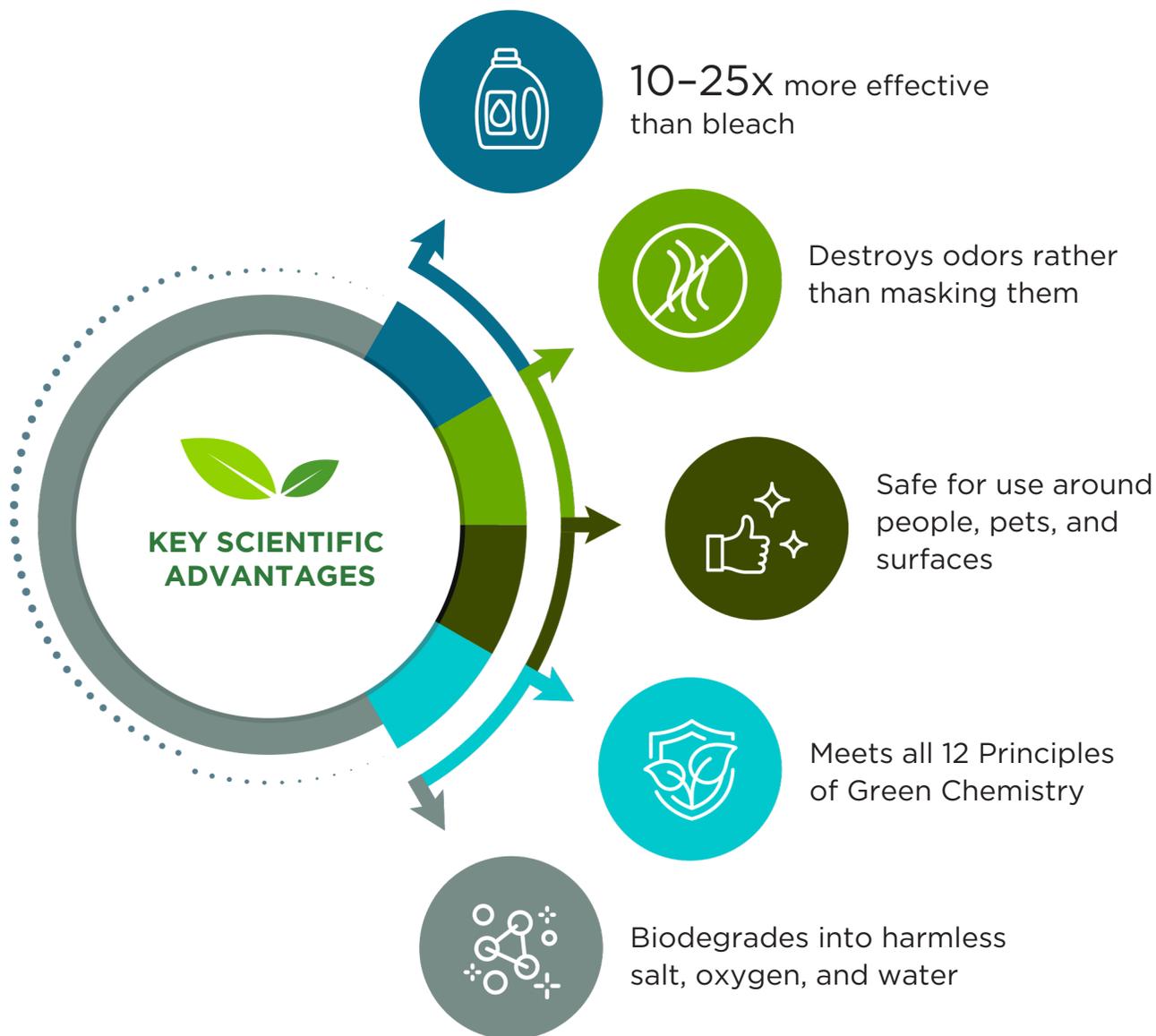
- Orders were placed for a sister facility in another nearby county.
- Headquarters began centralized product storage and distribution.
- Projected use is 60+ gallons per quarter, with expectations for more

Operational feedback:

- Requests for a better dispensing system with a hose spigot and bottle holder.
- Confirmation that minimal training is needed to avoid improper use (i.e., pouring it into mop buckets).
- Emphasis that decision-makers dealing directly with odor issues become immediate advocates after first use.

Why **Whiff!** works

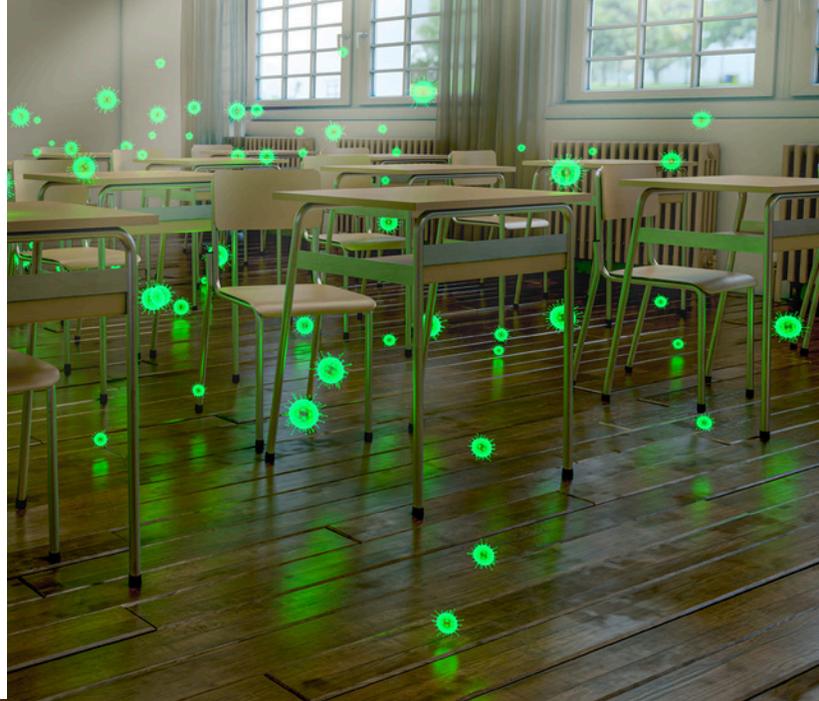
Whiff! generates a safe and more effective chlorine dioxide on demand, a powerful and selective oxidizer proven to destroy the most difficult odors faster and more thoroughly than any other available chemistry. It removes electrons from odor-causing compounds, neutralizing them at a molecular level without leaving behind fragrance, allergens, or toxic residues.



Developed under a U.S. Department of Defense grant, Whiff!'s delivery system uses ReliOx resin to convert chlorite ions through a solid-phase reaction. This patented process makes safe, on-demand chlorine dioxide available for institutional and public applications for the first time.

Whiff!

in education,
hospitality, and
public facilities



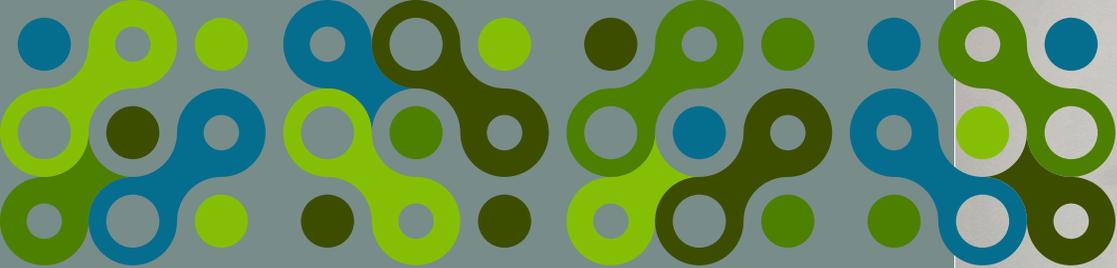
Beyond corrections, Whiff! is solving long-standing issues in schools, gyms, and food service operations:

- Dry drains in faculty rooms and closets
- Urine odors trapped in grout and subflooring
- Spoiled food and milk residues in trash bins and cafeterias
- Sweaty gym clothes left in lockers
- Carpeted areas affected by spills, biohazards, or high humidity

Whiff! fits seamlessly into proactive cleaning programs and is ideal for:

- Drain maintenance protocols
- Deep cleaning and disinfecting schedules
- Odor-neutral spot treatments for spills or accidents
- Air and surface freshening in closed or damp rooms





Designed for institutional success

Whiff!'s 30-gallon generator provides on-demand production of safe, effective chlorine dioxide. It's eco-friendly design with recyclable components offers a 5-year shelf life on system cartridges. There's no fragrance, bleach, or VOCs and no PPE required under normal use.

The system is uniquely positioned to replace multiple odor control SKUs with a single, versatile, sustainable solution.



A safer, smarter future

In environments where safety, air quality, and efficiency matter, Whiff! offers a transformational alternative. From corrections to classrooms to cafeterias, Whiff! ensures that what smells clean is clean—with no risks, no residues, and no compromises.

To learn more, visit whiffusa.com

