

# Scrub Your Worries Away with the New Scotch-Brite Disposable Toilet Scrubber with Bleach

## Survey Finds Most Toilets Stay in a Home Longer than the Occupants

It's time to come clean. Most Americans either can't remember how old their toilet is or admit to having a commode that is more than 20 years old. To tackle the grime on this much-needed family fixture, Scotch-Brite has a new cleaning tool that is up to the task – Scotch-Brite Disposable Toilet Scrubbers with Bleach.

This spring, 3M is introducing the new Scotch-Brite Disposable Toilet Scrubber with Bleach to help with bathroom maintenance. It's the first and only disposable toilet scrubber with built-in bleach, taking cleaning to a whole new level. This powerful cleaning tool has no-scratch scrubbers with pre-loaded cleaner and bleach for easy use and a no-touch toss mechanism to help keep hands out of the mess. Each scrubber is activated by water so it works instantly to activate the detergent and bleach, leaving the toilet thoroughly clean.

"We wanted to give consumers a quick and easy tool for quality cleaning," said Carol Solberg, brand manager, 3M. "We don't replace our toilets very often, but they certainly get a lot of use. The Scotch-Brite Disposable Toilet Scrubber with Bleach combines no-scratch scrubbers with bleach to provide a boost to your cleaning power."

In addition, Scotch-Brite's unique no-scratch scrubber also contains pumice to help remove rust and hard water stains and a contoured head that is designed to fit hard-to-reach-areas like under the rim of the bowl. The scrubbing pad changes from blue to white to signal when the cleaning formula is released.

The Scotch Disposable Toilet Scrubber with Bleach retails for SRP \$4.00 and will be available at mass merchandisers and grocers nationwide starting in April.

## Fun Facts

According to a 2007 survey by Russell Research:

The average toilet is 16.6 years old, according to survey respondents who knew the exact age of their toilets. Forty-four percent of respondents did not know the age of their toilet because the commode was there when the people moved in.

Toilets in the Northeast tend to be the oldest, averaging 18.2 years, while toilets in the Midwest are the youngest, averaging 16.2 years.

Households without children tend to have older toilets than households with children.

The average family moves roughly every seven years, according to the National Association of Realtors, which suggests that some toilets stay in a house twice as long as the homeowners.

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3MKatherine Hagmeier, 651-575-4368<http://www.3m.com/PressContact>Cohn & WolfeJessica Lokaj, 212-798-9702[jessica\\_lokaj@nyc.cohnwolfe.com](mailto:jessica_lokaj@nyc.cohnwolfe.com)

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