



Odorchem Manufacturing

NEUTRALIZE ODORS NATURALLY

Odorchem Manufacturing Corporation produces high-quality, non-toxic odor control solutions for industrial, commercial and residential applications. Its industrial strength formulations use essential oils that are blended in a unique sequence to create a synergistic effect that neutralizes a wide spectrum of odors. Ray Therrien, Odorchem's director of sales, tells us how it all works.

Tell us a little bit about how your company started.

It all started in 1995 when Odorchem's founder and president Shane Lander was working as a firefighter specializing in hazardous materials. It was from this exposure that Shane realized a natural and safe method for dealing with odor pollution must be found. Historically, caustic chemicals including acids were used to destroy odors and synthetic chemicals were used to overwhelm and mask those problem odors. Shane found that the odor eliminating chemicals being used at that time were just as dangerous to humans as the hazardous odors they were trying to eliminate. His continuing research into this led him to a scientist who spent 25 years pioneering an elite essential oil-based technology that consisted of natural compounds and was safe to use around humans. Realizing the health and environmental benefits this provided for odor applications, Shane secured the rights to this technology and left the fire department to start Odorchem. It wasn't long before the hydroponics industry learned about ONA, and two decades later ONA still remains a leader in odor control.



What products are you best known for?

ONA Gel is by far our most popular product. It is also our most versatile product, which enables it to be used in a wide variety of applications ranging from small, such as in a closet or garage, all the way up to large fish processing plants. Unlike a spray that evaporates quickly and is perfect for on-the-spot instant odor control, our gel evaporates slowly, providing continuous odor control for those persistent ongoing odor problems. This makes it more cost-effective than a spray application. Indoor gardeners recognize this and are using it successfully. We offer four other types of products or methods of dispersing. These are known as ONA Blocks, Sprays, Mists or Aerosols. In addition, we offer dispersion systems such as the ONA Mist Dispensers, and our Breeze, Cyclone and Odorstop fans that are used with ONA Gel to manage various-sized applications and odor intensity.

What exactly does odor neutralizing mean? Is it just the same as masking foul smells?

Masking agents add to the overall intensity of odors by introducing more odors into the air, resulting in an even greater odorous condition. Most products available in grocery stores are masking agents—not odor neutralizers. At a molecular level, ONA attaches itself to an odor molecule and permanently changes or neutralizes the odorous effect of that molecule, thereby eliminating unwanted odor molecules in the air, not adding to them. Most of those masking products use chemicals that are not safe for humans.

How safe are your products?

By using ONA's proprietary essential-oil-based odor neutralizers, you are using a non-toxic product that is safe to use around humans and pets. ONA is an exclusive formulation of high-quality essential oils and includes a food-grade surfactant. Selling safe and eco-friendly products may be the latest



craze in marketing today, but Odorchem was leading the curve more than 20 years ago when it wasn't as popular.

What are the key differences between the ONA Mist and the ONA Blocks?

The ONA Block is a solid material that evaporates into the air even slower than ONA Gel and it is ideal for small areas such as closets, foyers, attics, cars, gym bags, cupboards and vents. Just remove the cap and place in your desired location. ONA Mist is an aerosol product and it can be used as a finger pump spray anywhere and anytime odors occur. It can also be used in our automatic mist dispenser, which has several different spray settings for rooms where the source of the odor is continuous.

Why do you think people are so concerned about odor and are willing to invest in controlling it?

The answer to that varies greatly. For some, odor control is a mandatory expense and for others it's more a personal matter of maintaining an odor-free and friendly environment. In many industries and in some countries there are laws limiting the amount of odors or VOCs they can release into the air. In general, bad odors are unpleasant and can cause people to feel nauseous or worse. I recall a customer who once called us because they produced organic coffee and baked their beans themselves. Their neighbors were so upset about the odors emanating that they convinced city council to force them to install odor control within a specific time period or suspend operations until odor control is implemented.

What is your company's philosophy?

Our mission is to produce powerful, odor neutralizing products that are safe for use around people, pets and the environment. We do this effectively by focusing on building a solid team of employees.

Is it possible even more scents will be created in the future?

Just recently we have developed and launched a scent called Apple Crumble. It is available in our gel, spray, block and mist products and has been very popular. More new scents are a possibility. We are continually trying to improve our product offering to better help assist customers. **MY**