

Survey Reveals Homeowners Want Alternative to Bleach in Preventing Bathroom Mold

Hilltop Distribution, manufacturer of the non-toxic Endurance BioBarrier™ line of anti-mold and mildew products, has announced results from an independent survey about household mold removal and prevention. The results indicate that while a significant percentage of homeowners use bleach to fight bathroom mold, the vast majority of these homeowners are highly likely to buy an alternative offering specific advantages.



Camarillo, CA (PRWEB) November 21, 2014 - Hilltop Distribution, manufacturer of the non-toxic Endurance BioBarrier™ line of anti-mold and mildew products, announced today the results from a recent online survey conducted on its behalf by a large consumer media company.

The survey collected input from homeowners regarding their experiences and preferences in dealing with bathroom mold and mildew as well as mold and mildew encountered during do-it-yourself (DIY) projects. Results from the survey revealed that while a significant percent of homeowners use

bleach-based products, the vast majority of them have a very strong desire for a guaranteed, longer lasting, non-toxic alternative.

“We were very surprised that so many homeowners are still using bleach-based products to remove and prevent mold”, said Hilltop Distribution’s CEO Greg Bercutt. “The EPA and OSHA stopped recommending bleach for mold remediation years ago. Not only is bleach corrosive and toxic, but studies have shown that the ionic nature of bleach does not allow the chlorine to penetrate and kill mold roots and spores embedded in porous surfaces like grout, drywall, and wood. Ironically, the water in bleach mixtures does penetrate porous surfaces, which actually nourishes the mold roots and spores. That’s why it regrows so soon and why such a high percentage of homeowners in the survey expressed a strong interest in a longer lasting alternative.”

A significant percentage of homeowners in the survey indicated that bleach-based products are their top choice in fighting mold and mildew.

- 66% of homeowners with bathroom mold selected bleach-based products as their top choice. The next closest top choice was the biocide / fungicide category, selected by 13% of homeowners.
- 53% of homeowners with DIY project mold selected bleach-based products as their top choice. The next closest top choice was the biocide / fungicide category, selected by 19% of homeowners.

After asking homeowners to indicate how long they expected their mold removal and prevention efforts to last before mold reappeared, the survey asked them to indicate their likelihood to purchase a new, unnamed mold and mildew prevention product that is guaranteed to last 6 months in their bathroom, 2 years on indoor/outdoor surfaces such as drywall, wood and concrete, and 25 years on enclosed surfaces such as attics and wall cavities.

- 75% of homeowners are “Highly Likely” or “Likely” to buy this new, unnamed product.
- 23% of homeowners were undecided about this new product.

In addition to the lengthy guarantees, non-toxicity proved to be another highly desired attribute for homeowners. Nearly 90% of homeowners said their likelihood to purchase this new, unnamed mold prevention product would actually increase if it was also non-toxic with no harmful fumes.

“We are very excited by the results from this survey,” said Bercutt. “The attributes for the new, unnamed product mentioned in the survey exactly match the real-life value propositions offered by our Endurance BioBarrier Mold Prevention Spray. Therefore, survey respondents were actually expressing very strong interest in our mold and mildew protection product as an alternative to bleach.”

Bercutt also stated, “But if you step back and look at the big picture, the survey also revealed that there is an important and sizable opportunity to educate consumers, and even many professionals, about the inability of bleach to kill and prevent mold on porous surfaces. If we all take steps to re-educate people about bleach, we can help a lot of homeowners and businesses save time, cost and labor in their fight against the aesthetic and health issues caused by mold and mildew.”

The consumer media company administered this online mold survey from August 5-10, 2014. The survey is now closed, but readers can [review the household mold survey questions](#) at the Endurance BioBarrier website.

About Hilltop Distribution

Founded in December 2013, Hilltop Distribution manufactures and distributes the Endurance BioBarrier™ line of anti-mold and mildew products. Hilltop’s mission is to provide consumers, mold remediation professionals and cleaning/restoration services with the longest lasting protection possible against mold, mildew, germs and musty odors on any indoor or outdoor surface, including fabrics. Protection guarantees range from 6 months to 25 years depending on the target surface location. Its Mold & Grime Cleaner Prep and Mold Prevention Spray products are certified non-toxic with no harmful fumes and contain no bleach or triclosan. Visit the official website to learn more about the [Endurance BioBarrier mold remover and mold prevention products](#) and to review testimonials and mold tips. Professional mold removal contractors and indoor air quality service providers can submit a complimentary directory listing and download brochures. Click here to [buy Endurance BioBarrier’s non-toxic mold cleaner and mold preventative products](#) from HomeDepot.com.

Media Contact:

Aaron Kvitek

Chief Marketing Officer

Hilltop Distribution

1-805-322-7144 ext. 104

<http://GuaranteedMoldPrevention.com>