



E-Bulletin

April 2008

Green Cleaning - Taking the "Natural" Way Forward

Prochem Europe has risen further to the challenge to create products that employ eco-considerate formulations as or even more effective than less environmentally-friendly alternatives currently available. Visitors to ISSA Europe 2008 were the first to see a cleaning range that satisfies growing demand from commercial and domestic building users for products and services that demonstrate commitment to environmental issues and concerns.



The innovative, new "Natural" cleaning product range launched by Prochem Europe at the show is a nine-product programme based upon ground-breaking formulations that perform as well or better than equivalent professional products, *...without harming the environment...* All products in the range feature environmentally and user friendly phosphate free formulations coupled with all natural fragrances including lemongrass, eucalyptus and tea tree oil as well as lavender, orange and peppermint oil in the new Natural Carpet Deodorizer.

Just how environmentally-friendly is the Prochem Europe Natural range?

Free of colours, dyes, synthetic fragrances, EDTA and NTA and contains only ingredients considered safe for the environment - Use of highly biodegradable complexing agents and short chain biodegradable surfactants - Conforms to the USA EPA "Design for Environment" guidelines - Conforms to Carpet & Rug Institute Seal of Approval (where appropriate) - Green WoolSAFE approval pending (incorporating Green Seal approval) for carpet cleaning products - Containers made from recyclable natural polyethylene - Container cases made from fibreboard using recycled material - Use of sustainable plant and sugar derived ingredients anticipated for future "Natural" products developments

The first three products in the range are due for production in June 2008

E772 Natural Carpet Cleaner and E717 Natural Carpet Pre-Spray are both phosphate-free and VOC compliant. E309 Natural Stone Cleaner contains no harsh acids and has a neutral pH suitable for natural stone such as marble, limestone, granite and travertine.

We expect this range to sell well. Says Paul Robinson: "Focus on working to meet demand for solutions that are kinder to our environment is being rewarded by strong uptake of products of this kind."

Range and specification information including pack sizes and availability of the new Natural range will be available on the Prochem Europe website by 23rd June 2008.