

Releasit[®]



Commercial Carpet
Maintenance System

The Releasit commercial carpet maintenance system is designed to keep carpets looking their best for an extended period of time.

Commercial carpets stay cleaner looking longer, as part of an overall maintenance program that includes periodic hot water extraction.

With the Releasit system: minimal fresh water is consumed, zero waste water is discharged, low energy is consumed during cleaning, and all of the Releasit shampoos are eco friendly. Releasit endorses environmentally sound cleaning practices.



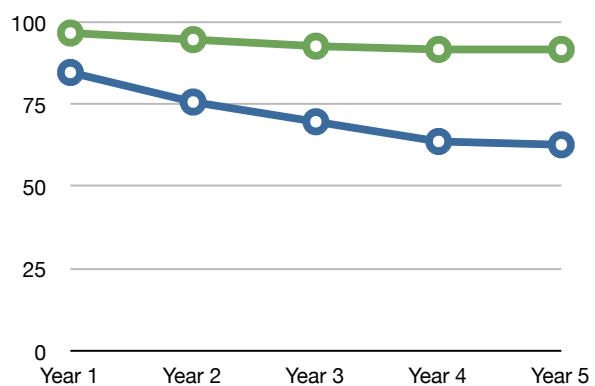
Carpets maintained with Releasit don't just look better than carpets maintained with hot water extraction, they last longer too.

"Extending the carpet's useful life saves on replacement costs and decreases disruption of the business."

Over the course of time, carpets that are maintained with traditional hot water extraction cleaning alone can rapidly reach an unacceptable appearance level, as shown in this graph...

(Green shows effects of Releasit maintenance, blue shows effects of traditional hot water extraction detergent; based over a 5-year projection.)

Comparing Releasit to Traditional Hot Water Extraction



Traditional carpet cleaning chemistries and procedures have two major drawbacks:

1. They result in the carpet being wet for an extended period of time.
2. They promote rapid re-soiling of the carpet.

Traditional carpet cleaning chemistries and procedures leave detergent residues on the surface of the carpet fiber. These sticky residues can attract and hold soil. Detergent residue is the leading cause of carpets needing to be re-cleaned more frequently after they've been cleaned the first time. Releasit carpet maintenance formula is different. It's a low-moisture soil encapsulation maintenance system with improved cleanability and soil-resistance.

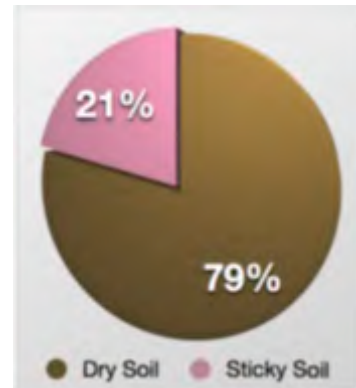
Since Releasit is a low-moisture carpet maintenance system it doesn't result in carpet being wet for an extended period of time. Releasit contains a crystallizing polymer called CRYSTALON3 that actually resists resoiling. And because the formula dries to a brittle polymer, there is no soil attracting residue left behind in the carpet.

How soil affects carpet...

It has long been accepted that 79% of the soil in carpet is dry soil. That means that the soil that is sticking to the surface of the fiber amounts to 21%. Releasit absorbs the sticky soil that binds to the carpet. It's a simple and effective management approach.

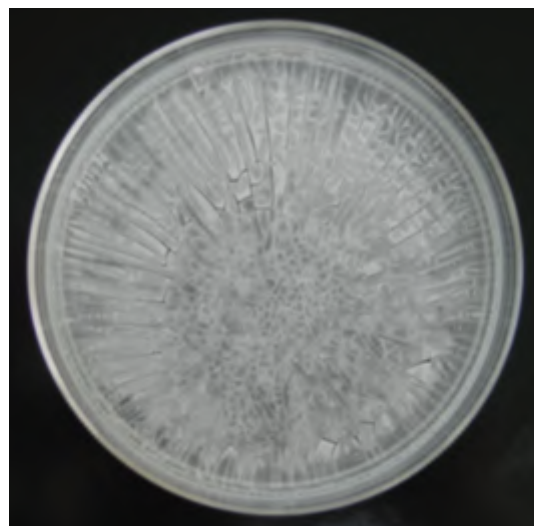
Dry soil can quickly abrade and distort the surface of the carpet fiber. Once the fiber has become scratched from sand and debris it will no longer reflect light as it did before it was damaged and can become soiled more easily. This underscores the need to effectively manage dry soil. Good use of entry mats coupled with thorough and regular vacuuming using a good commercial vacuum cleaner will reduce the extent of damage caused by dry soil. Carpets that are cleaned with Releasit are helped to resist dry soil which makes vacuuming more effective.

Sticky soil is comprised of oils, sugar based spills and food stains, pollutants and environmental contaminants, asphalt sealers, soot, cigarette smoke, and more. Releasit breaks the bond that holds sticky soil to the carpet. Sticky soils are consumed by Releasit's encapsulation polymer which can later be recovered during the normal routine of post-vacuuming.



How does Releasit work?

- Releasit is formulated with a powerful surfactant package that effectively draws soil away from the carpet's surface and into the encapsulation polymer.
- Releasit's unique CRYSTALON3 polymer absorbs soil and holds it in suspension making it possible to recover the encapsulated soil during the normal post-vacuuming process.
- Releasit contains a built-in fluoro-chemical called SOILEZE that surrounds and neutralizes oily soil and inhibits the attraction of dry soil. The fluoro-chemical also makes it easier to remove the soil during vacuuming. The Soileze fluoro-chemical in Releasit also reduces the surface energy of a carpet, which helps to eliminate carpet wicking and reduces the potential for re-soiling.



RELEASIT DRIED IN A PETRI DISH

Maximize your carpet investment!

You may not be thinking that maintenance can *save* your carpet. Yet effective maintenance is the secret behind extending a carpet's life. And proper care will keep your carpet looking its best day-in day-out.

The Releasit carpet maintenance system is part of an overall maintenance program that will keep your carpet looking clean for a longer period of time. Carpets "ugly out" long before they wear out. Recurring spill stains are a common problem with commercial carpets. Traffic lanes become dingy. And the carpet's once bright colors become dull and muted. Releasit effectively resolves all of these frustrating conditions.

- Carpets maintained with Releasit typically stay clean 40-50% longer than carpets maintained with traditional hot water cleaning methods alone.
- Carpets maintained with Releasit benefit from the built-in Soileze protector so that they resist re-soiling. And since there's no soil attracting residue left behind in the carpet, there is no re-attraction of soil to the fiber.
- Carpets maintained with Releasit are not plagued with the never-ending problem of recurring spill stains. Releasit's unique "wick-stop" formula puts an end to recurring spill stains once and for all. You will never have to struggle with recurring spill stains again.
- Carpets maintained with Releasit stay brighter looking long after they have been cleaned. Traditional cleaning residues build up in the carpet and attract more soil. Before long the carpet loses its luster. With Releasit carpets remain bright looking day-in day-out.

Carpets that are cleaned regularly with hot water extractions alone are likely to experience increasingly noticeable re-soiling. This cycle will continue until the carpet can no longer be returned to an acceptable appearance causing the need for carpet replacement. In contrast, carpet treated regularly with Releasit will maintain a more acceptable appearance.

To maintain optimum carpet appearance, Releasit should be applied by certified professionals and should be part of a routine maintenance program that includes periodic hot water extraction.



Equipment that is approved for use with Releasit...

One of the most popular machines used with the Releasit maintenance system is the Cimex machine. The Cimex has been built in England since 1933. In over 75 years, the Cimex has garnered a reputation for being a powerful and effective scrubber that can be safely used for cleaning carpet.

The Cimex has 3 heads that turn in opposing directions to the drive platform. This counter-rotational planetary design enables deep cleaning to all sides of the carpet fiber without concern of permanent distortion or damage to the pile.

Cylindrical brush machines are also approved for use with the Releasit system. Rotary machines and oscillating pad machines may also be used on commercial loop carpet. A properly trained Releasit technician will use one of these approved machines to agitate the carpet fiber with Releasit.



(Photo shows "real world" results using the Releasit system with a Cimex machine)

Safe for carpet.

Releasit and the Cimex were tested by Professional Testing Laboratory in Dalton Georgia. 22 passes were made on cut pile carpet and it passed. The cleaning system system is safe!



**Professional
Testing
Laboratory
Inc.**

Test Number:	100742
Test Date:	05/11/06

CLIENT	Cimex-USA
TEST METHOD CONDUCTED	Surface Appearance Change
EXTRACTOR MODEL	Cimex Cyclone CR48CM
CARPET TYPE	Commercial Cut Pile 30oz/yd ²
EXTRACTION RATE	1.8ft/sec
NUMBER OF PASSES	22
DETERGENT	Releasit Encap-Clean w/ 4862 Pads

PURPOSE

Assess the appearance retention of a specified pile floor covering as a result of multiple cleaning passes of a deep cleaning system in a controlled environment .

PROCEDURE

A control test material is affixed to a one foot square substrate centered in a 35"x96" template of same material. The assembly is positioned on a conveyor capable of maintaining a speed of a specified number feet/second in both forward and reverse directions. The floor covering maintenance equipment is positioned behind and center of the one square foot test specimen.

Testing is initiated by first energizing the cleaning equipment, then the conveyor. One cleaning cycle is represented by a combination of one (1) wet stroke and one (1) dry stroke following equipment manufacturer's directions. The square with test material attached is rotated 90° and a second cleaning cycle is repeated. This two stroke 90° rotation process is repeated until the specified number of cleaning cycles is complete.

TEST RESULTS

Residential Requirement

6 Cleaning Cycles

Commercial Requirement

11 Cleaning Cycles

Acceptable level of appearance change.

APPROVED BY:

This report is provided for the exclusive use of the client to whom it is addressed. It may be used in its entirety to gain product acceptance from duly constituted authorities. This report applies only to those samples tested and is not necessarily indicative of apparently identical or similar products. This report, or the name of Professional Testing Laboratory, Inc., shall not be used under any circumstance in advertising to the general public.

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Releasit benefits:

- Powerful cleaning properties.
- Soil resistant properties keep the carpet looking clean up to 50% longer than traditional maintenance methods.
- Recurring spill stains can be eliminated.
- Low moisture method - puts carpet back into use quickly.
- High-production - cleans large areas of carpet quickly
- Environmentally friendly "green" cleaning system.
 - ~ VOC compliant
 - ~ Low water consumption
 - ~ No waste water produced
 - ~ Low energy consumption
 - ~ No carbon emissions
 - ~ Non-hazardous ingredients
- Carpets stay clean and bright looking day-in day-out.
- Extends the carpet's useful life.

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