





**CLAIRE GREEN PRODUCTS** - respect the environment, personal health and wellness, and the earth's natural ecological balance.

Our products are effective, new, innovative, environmentally friendly and humanly safe cleaning products at a cost effective price.

Our mission is to continue to improve our current products' capabilities and refine their applications.

We will monitor developments in the industry and listen to our customers needs to develop new safe and superior cleaning products that exceed industry requirements.



## Product Certifications



This logo represents Canada's Environmental Choice product registration



All products with this logo meet Green Seal's environmental standard for industrial cleaners based on their reduced human and aquatic toxicity and reduced smog production potential



All products with this logo have been formulated in a partnership with the Environmental Protection Agency's Design for the Environment Program



All products with this logo have Carpet & Rug Institute certification





## Meeting Green Seal Standards

- Private Organization
- Product Focus
- Effect of Individual Ingredients Diluted
- Packaging
- Performance
- Narrow Range of Product Categories
- Favors Dilution Control Systems





## Meeting DfE Standards

- EPA Division
- Individual Ingredient Focus
- Wide Range of Products
- Partnership Focus:  
Interactive Raw Materials Database
- Strict Standards for an Extensive Range of Raw Materials





## Meeting Canadian Environmental Standards

- North America's Most Stringent Standard
- Focus on Protection of Canadian Water Resources
- Very High Product Performance Standard
- Strict Labeling and Packaging Requirements
- Wide Range of Products
- Strict Standards for Broad Range of Raw Materials





# **Claire Green – PRODUCT STANDARDS**

- 1. Safe for the Environment**
- 2. Safe for Human Contact**
- 3. Superior Performance**
- 4. Superior Cost**





## PRODUCT STANDARDS

### SAFE FOR THE ENVIRONMENT

#### ***Readily Biodegradable***

Every ingredient we use must be readily biodegradable. This is the industry's highest standard.

1

#### ***Low aquatic toxicity***

Low fish and marine life toxicity. We protect the Earth's water.

#### ***Renewable resources***

Every ingredient we use must be renewable in the future to protect future generations.

#### ***Concentrated products***

Reduces wasted packaging and fuel.





## PRODUCT STANDARDS

### SAFE FOR HUMAN CONTACT

#### ***Low to No Volatile Organic Compounds (VOCs)***

Most of our products have no VOC content. The only VOCs that Eco Concepts uses are materials that are commonly found in our diets.

2 .

#### ***Low Toxicity***

We only use raw materials that are classified as non-toxic by common industry and government standards.

#### ***Safe Ingredients***

For example, we dye many of our products for safe user identification, but we ONLY use dyes that are approved by the FDA for human consumption.



## PRODUCT STANDARDS

### SUPERIOR PERFORMANCE

#### ***Cleaning Performance***

Our products are tested for cleaning performance against the best in the industry and meet or exceed their performance.

3. ■

#### ***Controlled Cleaning***

We do not take the corrosive, sledgehammer approach to cleaning that our competitors prefer. We clean the soil without damaging your valuable properties.



## PRODUCT STANDARDS

### SUPERIOR COST

#### ***Product Cost***

Our "In Use" costs, the per gallon cost of "ready to use" solution after diluting the concentrated product with water, are extremely competitive with the competition.

4. ■

#### ***Liability Cost***

The safety of our products reduces customer liability both present and future.

#### ***Labor Cost***

When people feel good about the products that they are using, lost time goes down and productivity goes up.





## GREEN MOVEMENT - EXECUTIVE ORDER 13101

*"Environmentally preferred products are ones that have a lesser or reduced effect on human health and the environment when compared with competing products that serve the same purpose."*

- Government has been proactive
- Industry has buried its' head in the sand, or chooses to defy the order, to fit outdated technology
- **Claire GREEN** is the industry benchmark that others should be measured



**U.S. Government Spends  
\$200 BILLION Annually on  
Jansan Goods and Services**



## **The 3 R's of Environmentalism**



### **-Reduce, Recycle and Reuse-**

#### **REDUCE**

Reduce Packaging with Concentrated Products  
Reduce Shipping with Concentrated Products  
Reduce Bioload with Quality Products

#### **RECYCLE**

Use Renewable Raw Materials  
Use Recyclable Packaging



#### **REUSE**



glass cleaner

306

heavy duty

carpet pre-spray

307

carpet

extraction cleaner

308

floor & hard surface

neutral cleaner

309

graffiti remover

310

heavy duty

cleaner & degreaser

311

tile & grout

restroom cleaner

312

all purpose

cleaner & degreaser

313





glass cleaner

306

## Attributes

- Safe, vinegar enhanced, ammonia free, and versatile cleaner
- No rinsing is necessary to leave a clean, non-streak, film free and sparkling finish

## Applications

- May be used with a sprayer, squeegee and/or other cleaning equipment
- Maximizes the removal of grease, finger smears, smoke film, water spots and other soils from most non-porous surfaces, such as: glass, mirrors, stainless steel, porcelain, chrome, cabinetry, etc...



heavy duty

carpet pre-spray

307

## Attributes

- Low foaming spot & stain treatment for use as a pre-treat prior to extraction on heavily soiled carpet and high traffic areas
- May also be used in a carpet extraction solution tank and for bonnet buffing
- Safely removes a variety of spots, such as: oil, grease, crayon, shoe polish, pet stains, food spills, etc. on carpet and upholstery

## Applications

- Safe to use on most carpets and fabrics, and will not affect most dyes and colors



carpet

extraction cleaner

## Attributes

- Highly effective, versatile, low foaming carpet extraction cleaner
- Removes oil, grease, embedded dirt and other soils from carpet
- A one pass cleaner that effectively inhibits resoiling under normal conditions

## Applications

- Safe to use on most carpets and fabrics, and will not affect most dyes and colors

308





floor & hard surface

neutral cleaner

309

## Attributes

- A highly effective, versatile and low foaming all purpose cleaner for high polish floors
- Recommended where the use of harsh detergents could cause degradation of floor finish
- Easily removes oils, hydrocarbons, greases and heavy soiling from floors, walls, and other hard surfaces and is ideal to use before burnishing

## Applications

- Low foaming neutral cleaner and degreaser that may be used for daily cleaning
- Safe to use on resilient stone, concrete, vinyl, terrazzo, quarry tile, plastic, rubber, glass, enamel, formica, stainless steel, painted, varnished and other surfaces



graffiti remover

## Attributes

- A unique development in the ongoing struggle to remove paint, ink, permanent marker and unwanted graffiti from a variety of surfaces
- Unlike traditional graffiti removers, Graffiti Remover is environmentally friendly and is safer for the user

## Applications

- Diluted with water, can be used on plastic, laminate, metal, carpet, most painted surfaces and salvage cleaning of whiteboards
- Undiluted, will penetrate and remove graffiti from porous surfaces such as brick, stone or concrete



heavy duty

cleaner & degreaser

311

## Attributes

- A versatile, heavy duty cleaner and degreaser
- Safe and powerful cleaning of grease, oil and other heavy soiling from hard surfaces
- Can be used with a mop, spray & wipe, floor equipment, pressure washers, etc...

## Applications

- Safe to use on concrete, terrazzo, quarry tiles, plastics, ceramics, rubber, glass, enamel, formica, stainless steel, painted, varnished and other surfaces
- Particularly effective in removing hard to remove stains without affecting the underlying surface coating





tile & grout

restroom cleaner

312

## Attributes

- Extremely effective on tile, painted surfaces and restroom fixtures
- Creates a high foam, which clings to the surface to maximize the removal of mold, mildew, soap scum and hard water deposits
- Minimum effort needed for a clean and sparkling surface

## Applications

- Can be applied manually or in conjunction with cleaning equipment, such as foamers, sprayers, scrubbers, drier machines etc...
- Safe to use on concrete, vinyl floor coverings, terrazzo, quarry tile, plastic, ceramics, rubber, glass, enamel, formica, stainless steel, painted, varnished and other surfaces



all purpose

cleaner & degreaser

313

## Attributes

- Highly effective cleaner and degreaser
- Removes grease, oil and heavy soiling from hard surfaces
- Can be used with a mop, spray and wipe, pressure washer, foam system, etc...

## Applications

- Safe to use on concrete, vinyl floor coverings, terrazzo, quarry tiles, plastics, ceramics, rubber, glass, enamel, formica, stainless steel, painted, varnished, and other similar hard surfaces

