

SCENT SELLS

....we've got the proof!

Clover Chemicals recognise that fragrance has become one of the most vital selling points of a successful cleaning product.

'There is a strong belief amongst those working in the cleaning industry that people must be able to smell the cleaning products that have been used, to confirm in their minds that cleaning has taken place. It is no longer sufficient that establishments merely look clean, they must smell clean too.'

James Tobias, Sales Director at Clover Chemicals Ltd

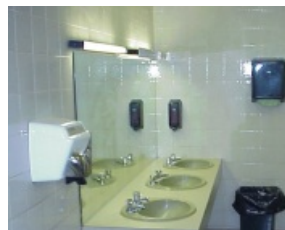
ULTRAFRESH



ULTRAFRESH is a non-acidic, non-abrasive washroom cleaner, ideal for use on stainless steel, chrome, laminate, plastic, ceramic, glass, paintwork, marble and all water washable surfaces.

Sales of Ultrafresh have gone from strength to strength, and the last ten months have seen sales increase by almost 25% on last year's figures. Clover Chemicals believe that this success can be attributed to the product's powerful honey-pine scent. This was created in response to a demand from contract cleaners for a washroom product *'that can be left in the toilet overnight, so that people entering washrooms in the morning will be welcomed with a pleasant 'recently cleaned' fragrance'*, indicating that the cleaners are doing their job to a high standard.

A daily cleaner for washrooms, toilets, urinals, changing rooms and shower areas, Ultrafresh contains an effective bactericide to kill odour-producing bacteria. The viscous green liquid clings to surfaces for prolonged contact time to control the build-up of scale and scum and to ensure a thorough disinfecting action. Clover Chemicals is confident that this feature makes Ultrafresh exactly what most clients want in a washroom cleaner: a product that combines effective multi-surface cleaning with a fresh, long-lasting fragrance.



June
2005

www.cloverchemicals.com

For further information, please contact our sales office on
Telephone: 01663 733 114 or E-mail: info@cloverchemicals.com