

Releasit[®]

Encapsulation Cleaning Technology



A sensible approach to
commercial carpet care.

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

Commercial carpets stay clean longer with an overall maintenance program including routine encapsulation cleaning and periodic hot water extraction.

Encapsulation cleaning with Releasit is not only good for the carpet, it's good for the environment too.

Releasit is environmentally friendly.

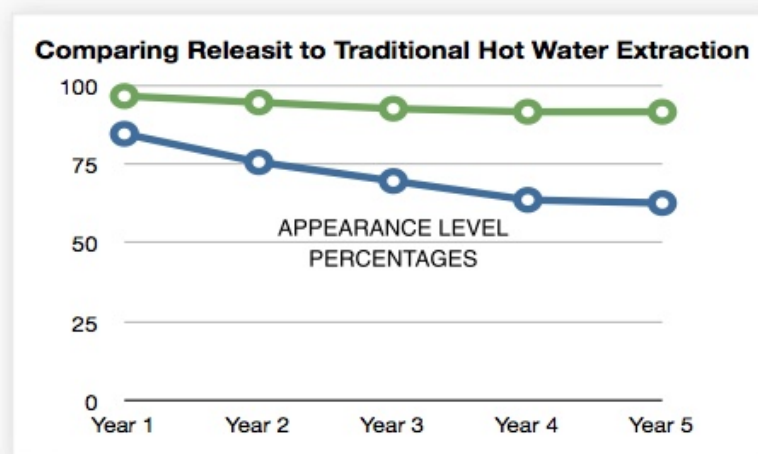


Visit www.EnviroPact.com to learn more.

Carpets maintained with Releasit don't just look better, they stay clean longer too.

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

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



Green line shows effects of the Releasit system. Blue line shows effects of traditional hot water extraction alone. Based over a 5-year projection.

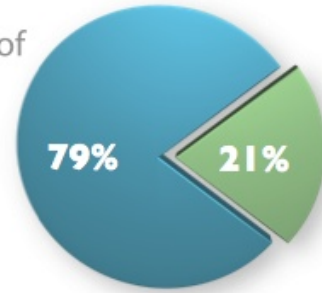
Traditional carpet cleaning methods and typical cleaning chemistries can cause rapid re-soiling of the carpet.

Traditional carpet cleaning chemistries and maintenance 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 frequent carpet re-cleaning, following the initial cleaning.

By comparison, Releasit contains a crystallizing polymer called CRYSTALON3 that actually resists re-soiling. The detergent dries to a brittle polymer so there is no soil attracting residue left behind in the carpet. And Releasit premium detergents contain a built-in soil protector called SOILEZE which helps the carpet to further resist soil.

How soil affects carpet...

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



How does Releasit work?

- Releasit detergents are formulated with powerful surfactants that effectively draw 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.
- In addition to the carefully blended surfactants and CRYSTALON3 polymer, Releasit premium detergents also contain a unique built-in fluoro-chemical protector called SOILEZE. The fluoro-chemical in Releasit reduces the surface energy of the carpet fiber. This increases the surfactancy of the detergent, helps to retard the wicking process, makes it easier to remove the encapsulated soil during post-vacuuming, and adds a measure of soil-resistance to the carpet fiber.
- The Releasit cleaning process is simple: Carpets are shampooed, the soil is displaced from the fiber, the encapsulation polymer absorbs the soil as the carpet dries, and the encapsulated soil is extracted from the fiber during the post-vacuuming process. Combined with periodic hot water extraction, this simple cleaning method will produce superior results on any commercial glue down carpet.



Maximize your carpet investment.

You may not be thinking that maintenance can *SAVE* your carpet. Yet proper care will keep your carpet looking its best on a day-in day-out basis. And a planned maintenance program using Releasit can extend the carpet's life cycle.

Carpets "ugly out" long before they wear out. Recurring spill stains are a common problem with commercial carpet. Traffic lanes become dingy and the carpet's once bright colors become dull and muted. Releasit effectively resolves all of these frustrating conditions so you can enjoy your carpet longer.

The Releasit system is simple and effective.

The results speak for themselves!

- High Production: How does an average of 2500 square feet per hour with a single technician sound? Well that's exactly what cleaners around the world achieve using the Releasit maintenance system.
- Low Moisture: Releasit encapsulation is a low moisture cleaning system. Carpets are dry in less than 2 hours so they can be put back into service quickly. And with low moisture there's a reduced chance of wicking.
- Releasit's "wick-stop" formula puts an end to the never-ending cycle of recurring spill stains that keep reappearing after a carpet's been cleaned. With Releasit you'll never struggle with recurring spill stains again.
- Carpets maintained with Releasit go from from drab to bright, and they stay that way long after the cleaning.
- The Releasit system is simple so that an average technician can produce consistent results every time. This photograph shows the kind of results you can expect to see with Releasit.



Commercial carpet care is easy with Encap-Clean DS

Releasit Encap-Clean DS is a low moisture soil-resistant detergent that's loaded with the unique CRYSTALON3 encapsulation polymer. With Encap-Clean DS commercial carpets are easier to clean and they stay clean longer than ever before. Wicking and recurring spill stains can also be eliminated. Encap-Clean DS combines high production cleaning with low end-use cost, making it affordable and profitable to work with. It's a simple cleaning method, so consistent results can be achieved with minimal training. And it's "environmentally green", so there's minimal impact on the environment.



Encapsulating hot water extraction with Encap-Punch

It's recommended to include hot water extraction cleaning at periodic intervals to reduce deeply embedded soil. Encap-Punch brings encapsulation properties to hot water extraction cleaning. Traditional hot water extraction detergents leave residue in the carpet that can attract soil after the carpet has been cleaned. Encap-Punch is built with a polymerized surfactant and solvent package that actually resists re-soiling. Encap-Punch is a potent 3-in-1 detergent that can be used as an encapsulating Hot Water Extraction Detergent, an encapsulating Pre-Spray, and an encapsulating Bonnet Cleaner. And Encap-Punch has the CRI seal of approval.



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*True crystallization with Releasit's
CRYSTALON3 encapsulation polymer*



Encap-Clean DS Carpet Shampoo
With its deep cleaning and the best crystallizing package in the industry, Encap-Clean DS has set the standard for encapsulation. Mixes at 4 oz per gal. Removes oils and sticky soil from carpet fiber. It eliminates recurring spill stains and wicking. And with Soileze in the formula, carpets will stay clean and bright long after cleaning.



Encap-Clean Carpet Shampoo
Encap-Clean is the original Releasit formula. It has the same cleaning and soil resistant properties as the "double strength" version of Encap-Clean DS (above). The original regular strength version mixes at 8 oz per gal. Encap-Clean in regular strength (blue) or double strength (red) provides the best encapsulation available today.



Encap-HydrOx Specialty Detergent
Encap-HydrOx brings the oxygenating power of hydrogen peroxide to encap cleaning. Organic soils and stains disappear with its oxy power. It serves as a peroxide based encap shampoo, pre-spray, rinse detergent, bonnet cleaner, upholstery cleaner, and spot remover. Removes red wine, coffee, vomit, urine, and other organic stains.



Encap-Basic Carpet Shampoo
Some jobs require that you simply sharpen your pencil and trim costs. Encap-Basic reaches the goal of lower cost, while retaining good cleaning power and genuine crystallizing encapsulation. It does not include the Soileze protector like our premium detergents. Encap-Basic is a great way to extend your cleaning budget.



Soileze Protector Carpet Protector
Soileze protector is unique in that it's fully compatible with the Crystalon3 encapsulation polymer in the Releasit line of detergents. Soileze is built into all the detergents except Encap-Basic. This is the stand-alone version of Soileze, when you desire maximum soil protection from an "after-cleaning" protector application.



Encap-Punch Hot Water Extraction
Encap-Punch is a unique 3-in-1 encapsulation product. It's a powerful CRI approved pre-spray. It's also an encap hot water extraction detergent and an encap bonnet cleaner. It balances a strong cleaning PUNCH with crystallizing encapsulation. And it's a compatible pre-spray for Encap-Clean and Encap-Basic (listed above).



Encap-Spot Spot Remover
Encap-Spot brings encapsulation to spot cleaning. When you need a spot remover that can tackle a wide variety of spots, Encap-Spot is the way to go. And since it's a true encap spotter it does not require rinsing. Encap-Spot makes spot removal simpler than ever. And with built-in soil resistant properties, the spots won't return.

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
- Encap-Clean = Environmentally friendly "green" cleaning
 - ~ 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

To maintain a carpet's optimum appearance, Releasit should be applied by professional technicians through a maintenance program that includes routine encapsulation cleaning and periodic hot water extraction.

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