



Premium Protection, Coverage, Durability and Cost Effectiveness
A Strategic Business Consulting, LLC Company

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Toilet Bowl Cleaner Additive

Problem:

Cleaning toilets takes time and effort and frequent cleaning is still required. What if a protective coating could be applied as you clean that would reduce the amount of cleaning chemicals required? What if that same additive allowed for less frequent cleaning? What if it was available for home and commercial use?

Concept:

Provide a chemical additive that can be incorporated into most commercial and consumer toilet bowl cleaners, whether base or acidic, that would not only clean the surface but also protect it. Contaminants that do adhere to the surface can be easily removed by simply wiping with a dry or slightly damp cloth. Contaminants on the interior of the bowl will typically be rinsed away during the normal flushing process, repelling toilet bowl rings and streaking.

Technology:

A unique toilet bowl surface protectant that is environmentally friendly and hypoallergenic. It provides durable protection by bonding with the surface it is sprayed on. The chemical does not change the look of the surface but does prevent contaminants from attaching to the surface thereby making it easier to clean.

Results:

- Repels toilet bowl rings and streaking.
- Best of Class dirt and stain Repellency.
- Decreases number of cleanings by as much as 50%.
- Industry leading durability, competes well with Teflon.

Applications:

Product protects in residential and commercial applications.



Benefits by Application:

Residential. Protects toilet bowls during normal, every day use against toilet bowl rings, streaking and does not attract typical contaminants. Surfaces will require much less time to clean. Unlike other products that lack durability, our toilet bowl protectant lasts 1-3 months because of the unique bond created with the surface. Other retail products flush away far too quickly to be of any real benefit.

Commercial. Repels toilet bowl rings and streaking and does not attract typical contaminants in high use conditions like department stores, office buildings, gas stations and truck stops. Reduces frequency of cleaning. Durability: 2-4 weeks, depending on usage.

Testing:

Apply toilet bowl cleaner including protectant to 1/2 of the inside of toilet bowl. Apply a contaminant to the side of the bowl. Turn water back on and begin flushing. Contaminant will release from treated portion without human intervention.

Instructions:

Clean according to the instructions on the toilet bowl cleaner. Protectant will orient to the bowl surfaces, even those under water.