

newsworthy trends

Americans Not Moping Over Mopping

(NAPSA)—If you're tired of mopping with dirty mop water, you aren't alone. According to a recent survey, one of the biggest cleaning gripes among Americans is that mop water turns dirty before the job is even halfway done. For those dedicated to their buckets and mops, there was little hope of achieving mopping bliss, until now.

Fortunately, an improved floor cleaner pulls dirt to the bottom of the mop bucket so the dirt does not spread back onto the floor.

The first product innovation in the dilutable floor cleaner category in more than a decade, "Don't Mop With Dirty Water Again!" Pine-Sol cleaner uses patented technology to keep mop water from becoming clouded with floating dirt.

"A recent survey conducted by Clorox found that 58 percent of respondents are frustrated with their current dilutable floor cleaner—and blame the dirty mop water for spoiling their efforts to make floors sparkle," said Phil DeWester, Clorox marketing manager. "This improvement addresses consumers' irritation with mop water that turns cloudy after just a few dunks of the mop."

The new formula uses a solid-liquid separation technology that agglomerates dirt particles and pulls them to the bottom of the bucket. No other dilutable floor cleaner has such technology.

The new "Don't Mop With Dirty Water Again!" Pine-Sol has an average turbidity of 10, a measure not far from tap water, researchers



A new floor cleaner can keep dirt in the bucket and off your floors.

report. Turbidity is the measure—on a scale of 1-200—of the amount of suspended solids in a liquid. Other leading dilutable floor cleaners like Mr. Clean have an average turbidity of 100 using the same testing procedure. This is the equivalent of mopping your floor with something that looks like Metamucil. The new formula is available in Lemon Fresh, Rain Clean, Meadow Fresh and Orange Energy scents in 28, 48 and 64 oz. packages.

For more information, visit www.pine-sol.com.