

HINTS FOR HOMEOWNERS

Contractor-Grade Cleaning Products Redefining Consumer Expectations

(NAPSA)—A number of products made for contractors and the construction trades are finding a new home with consumers.

The continued growth of national home DIY retailers such as Lowe's and Home Depot has brought more than added convenience to consumers—it has also enabled DIYers to access many of the same heavy-duty cleaning products that are used each day by professionals in the construction and industrial trades.

And in many cases, these contractor-grade products represent a significant improvement in cleaning power, versatility and bottom-line value over their broad-market consumer counterparts.

“There is simply no comparison between some contractor cleaning formulations and the consumer products you find on most retailers' shelves,” said Richard Schmidt, vice president of Cleveland-based Federal Process Corporation, which offers a broad range of contractor- and industrial-style products. “The expansion of major retailers like Lowe's opens the door for consumers to a much better, faster and more effective product that has been battle tested in some of the most challenging work environments.”

Premoistened cleaning towels, one of the fastest-growing cleaning categories for both grocery and DIY retailers, have emerged as a key battleground between consumer brands and brands that have traditionally served the professional market.

One of these professional brands—Work Sav'r—has taken aim at consumer-grade products by introducing its powerful Tub-O Towels contractor wipes at Lowe's and other retailer locations.



A number of cleaning products originally made for the construction trades are finding a new market with consumers.

Unlike most consumer cleaning wipes, Tub-O Towels wipes feature both a larger and thicker towel that stands up to extreme use. More important, according to category experts, these wipes are generously infused with a professional-grade, citrus-scented cleaner that removes almost any soil as well as paint, marker, carpet stains, sealants, silicones, grease, oils and more.

Consumers are relying on this type of product to clean everything from vehicle upholstery to outdoor furniture to carpet and wall stains at home. Plus, the wipes are aloe and vitamin E enriched, so they are safe and effective for hand cleaning as well.

“In the case of cleaning wipes, a contractor-grade product can provide a much more effective cleaning and a better value in terms of the number of wipes needed for a major job,” said Schmidt.

To learn more, visit the site at www.worksavr.com.