

# Green is important.

## So is honesty.

by David W. Boyer

It seems like every construction trade magazine ad nowadays lays claim to being “green.” In too many cases the only support for the claim is an image of a frog or mountain or flowers or some other “green” environmental symbol.

I guess some of their green claims are legit and some aren't. Who knows for sure? Probably only the company that makes the claim.

Since you're interested in environmental matters, or you wouldn't be reading this, I want you to know where PROSOCO stands in all this green marketing.

At PROSOCO, we believe green is important; but so is honesty. And so is performance.

We're working on green products. We have many on the market already, like non-methylene chloride paint strippers and low-VOC protective treatments.



Some of our products, like PROSOCO R-GUARD™ and our Consolideck® products for finished concrete floors contribute to green and sustainable buildings, in addition to being green themselves.

We're introducing recyclable packaging into our lines. And our production plant exceeds the U.S. Environmental Protection Agency's requirements.

On the other hand, I'm not going pull your leg that 600 Detergent – our top-selling product – is “green.” It's got hydrochloric acid in it. That's the same stuff you've got in your stomach, by the way.

But the fact is, your customers are not

going to get dried mortar smears off clay brick with Ivory Soap.

And it's another fact – a properly cleaned building looks better and lasts longer than otherwise. So even our products that aren't 100 percent “green” still contribute to another environmental term we hear a lot about these days – “sustainability.”

We carefully craft 600 Detergent to use the minimum amount of acid possible to still be consistent with performance. It's got surfactants and inhibitors to harness the power of that acid, while making it effective beyond what you could expect from the small amount of acid used – which is highly purified, I should add.

And we offer greener alternatives such as Enviro Klean® Safety Klean, so our customers have choices.

Sure Klean® 600 Detergent is a quality product, and I'm proud of it. Green I won't claim. Effective I will. My point is that PROSOCO will always be straight with you about both.



*We're introducing recyclable packaging into our lines.*



*Some of our products, like our Consolideck® line for finished concrete floors contribute to green and sustainable buildings, in addition to being green themselves.*