

PRESS RELEASE

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For immediate release:

NEW 'PHYSICAL' AIR CARE TREATMENT LAUNCHES IN GERMANY

Cleanaer™, the unique 'physical' air-care treatment that clears the air by suppressing airborne particulates, launched successfully to the German market at the 2011 CMS (Cleaning Management Services) Show in Berlin with SOLUTION Glöckner Vertriebs-GmbH.

The CMS Show, which took place from 20th – 23th of September 2011 was a very successful exhibition with more than 15,000 visitors attending. This figure shows an increase of visitors by approximately 10% compared to the previous CMS show in 2009.

SOLUTION Glöckner Marketing Manager, Silke Glöckner, said the exhibition was very successful, not only because it brought in more than 500 leads during the 4 day event. "One of the highlights at our booth was the Cleanaer air purifier / air freshener. It was the first time that we went public. People were very interested in this new kind of physical air cleaning. This type of air cleaning is totally new and exciting, so we had to answer a lot of questions."

An odour-free version called "Allerg-STOP Cleanaer" was launched at the CMS show. Customers also indicated a demand for a perfumed version to resolve odour issues in bathrooms. "Our launch of Cleanaer was a big success", concludes Silke.

SOLUTION Glöckner is the exclusive distributor of Cleanaer in Germany, Austria and German-speaking Switzerland. During the event they also promoted products including carpet and upholstery cleaning, stone cleaning, nanotechnology, sanitary cleaning, graffiti, odor neutralization, air purifier, and special products to wipe systems at the event.

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About SOLUTION Glöckner Vertriebs-GmbH

SOLUTION Glöckner Vertriebs-GmbH is an internationally renowned supplier and distributor of cleaning products and wipe systems. From the beginning, all the companies' activities have focused on providing sustainable cleaning systems which aim to keep things cleaner for longer and hence provide greater value for money while protecting the buyer's investment.

Active in sales around Europe and the Middle East, the company has a large number of registered trademarks, patents and awards. SOLUTION Glöckner employs chemists and product development engineers and collaborates with research institutions including polytechnics and universities.

About Cleanaer™ by Atrium Innovation Ltd

Atrium Innovation Ltd, an Affiliate of Sumitomo Chemical Company, holds a portfolio of patented technologies in the field of electrostatics. Cleanaer is the brand name for the powerful electrostatic air-purification devices that clean the air while removing odours and reducing allergens.

Cleanaer technology protects the air by releasing partially charged droplets called Liquid-ions which attach to contaminants in the air. The Liquid-ions combine with these unwanted particles, removing them from the air by bringing them to the surface and rendering them inactive.

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<http://www.cleanaer.com/news.html>