



PRESS RELEASE

FOR IMMEDIATE RELEASE

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What's in a Boilerplate?

Company Evolution Reflected in News Announcements

Hamilton, Ohio – September 22, 2009 - Kaivac Cleaning Systems® announces an update to its “boilerplate” to better reflect the evolution of the company and its increased focus on science-based cleaning.

A boilerplate, or “About” section, is placed at the end of a properly prepared press release. It serves as a statement to inform editors—and the public if printed—of general

company information, where the company is located, contact information, etc.

For many years, Kaivac has used the same boilerplate. In essence, it said the company developed the No-Touch Cleaning[®] system, which effectively removes soils, improves worker productivity, and promotes the dignity of the cleaning worker.

“But we are a much different company now,” says Tom Morrison, Vice President of Marketing for Kaivac. “We still adhere to our early principles, but [we] are increasingly focused today on protecting health and the environment, [promoting] hygienic cleaning, and using science to ensure that surfaces are contamination free.”

Morrison adds that the company did not set out to change its direction. “It has evolved over the past few years, especially with our involvement in CIRI*, which focuses on science and cleaning, and our increased awareness of the cleaning/health connection.”

According to Morrison, the new boilerplate to be printed on all future press releases will read:

Headquartered in Hamilton, Ohio, Kaivac, Inc., delivers complete science-based cleaning systems designed to produce healthy results and outcomes while raising the value of cleaning operations and the dignity of the worker. The originator of [No-Touch Cleaning](#)[®], Kaivac offers an integrated portfolio of environmentally friendly cleaning products designed to remove the maximum amount of soil and potentially harmful biopollutants in the most cost-effective manner possible. For more information, visit www.kaivac.com.

“I really think this says what Kaivac is all about today,” adds Morrison. “Ten years ago, words such as *environmentally friendly* and *harmful biopollutants* were rarely used in our industry. But now they are key, not only to Kaivac but to our industry’s future.”

*Cleaning Industry Research Institute

Photos: None

The President of Kaivac, Robert Robinson Sr., who has been in the jansan industry for more than a decade is available to discuss jansan industry issues and trends. He may be reached by calling: 800-287-1136

About Kaivac

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