



Duracable's ProClean® line of Drain Care Products

- ▶ There is a huge market for drain care products. Last year alone, Americans spent millions of dollars on drain cleaners - most of them bought off store shelves.
- ▶ The family of ProClean® Drain Care Products can add a new dimension to your service operation. You can generate additional profit on each service call and give your technicians the opportunity to earn extra income for themselves, just by offering drain care products to your customers.
- ▶ Selling ProClean® Drain Care Products helps you build customer loyalty and strong word-of-mouth advertising by establishing your company as more than a clogged drain problem-solver.
- ▶ Ask about our ProClean® Drain Care Sales Kit with DVD for technician training (*part number #PCSKD*). Also available are a variety of pocket sized brochures for technicians and their customers for each of the drain care products Duracable® carries.

How ProClean® Drain Care Products Work

- ▶ ProClean® Drain Care Products utilize multiple strains of bacteria as their primary active ingredients. ProClean® contains natural, nontoxic, harmless bacteria that actually absorb the grease and organic buildup that forms in pipes over time and converts them into carbon dioxide and water. The biofilm that coats the inside of the pipes continues to absorb buildup until it is completely gone or the ProClean® is completely washed from the pipes.
- ▶ ProClean® bacterial products digest organic waste by utilizing the solid organic waste matter as a food source. In order to consume the waste, the bacteria must convert the solids in the waste stream into a soluble form, which can then be absorbed through the bacteria cell's membrane.
- ▶ Bacteria does this through the mass production and excretion of extra cellular enzymes. These enzymes will break the organic waste into carbon dioxide and water.
- ▶ The energy and nutrients derived from the organic breakdown are used primary for cell division. Cell division is the splitting of the cell into two new cells, which will start the whole process over again. Typically, this process will occur every 30 minutes.
- ▶ Within a drain line, ProClean® products set up a biofilm that consists of bacteria and extra cellular enzymes. Waste materials that have a tendency to deposit in lines will be absorbed into this biofilm, allowing sufficient time for the bacteria to fully utilize them as a food source.
- ▶ This process is the same process that occurs in waste treatment plants where they utilize trickling filters and fixed-film generators. ProClean® is approved for use by municipal water facilities across the country because it contains no solvents and does not inhibit natural bacterial action.
- ▶ As ProClean® works on absorbing blockages, it also releases a pleasant, refreshing scent that deodorizes drain pipes and removes the waste causing the unpleasant odors.

Contact us about
Private Labeling !

COMING SOON!
NEW
PROCLEAN® LABELS
ON THE DRAIN CARE
CONTAINERS!!