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MilliCare Launches New Green Seal Certified Product

LaGRANGE, Ga. [May 1, 2009] – MilliCare, a leading provider of sustainable commercial textile and carpet care services, proudly announces the launch of its newest product, the Green Seal-certified V4 Pre-Mist concentrate. The recently developed pre-mist is an outstanding addition to the line-up of products MilliCare uses when performing its MilliCare Dry Carpet cleaning process. This pre-mist will be an integral part of providing the outstanding results MilliCare's customers have come to rely on while adding third-party credibility via Green Seal GS-37 certification.

“MilliCare constantly examines our processes and products for ways to make our already successful network even more exceptional. Investing in the research and development of the V4 Pre-Mist concentrate was one way to do just that,” said Franchise Network Director Tom Ward.

A result of many months of development, the updated V4 Pre-Mist formula allows MilliCare's process to be both effective and as environmentally sensitive as possible. The V4 concentrate has many environmental advantages: the product takes up less space, uses less packaging and weighs significantly less. As a result, fuel expended in transportation and empty packaging sent to landfills will be greatly reduced. Without a doubt, MilliCare's V4 Pre-Mist concentrate will be greener in every way for its customers and the environment.

“This new product is the ultimate example of our network’s highest priority - sustainability that means business,” said Stephen Lewis, MilliCare’s technical director. “Our customers can rest assured knowing that our concentrate has been Green Seal certified as a cleaning product. As such, our product, and our cleaning process as a whole, stands up to the highest levels of environmental responsibility as required by this prestigious third-party endorsement. From start to finish, the new V4 Pre-Mist concentrate is environmentally sound and Green Seal approved.”

Green Seal certification, for MilliCare’s V4 concentrate as well as the rest of its cleaning products, requires adherence in everything from formula, labeling and packaging to training as well as an intensive site audit. The organization prides itself on being the gold standard for third-party certifications, and MilliCare is thrilled to have earned its coveted certification.

MilliCare is pleased to share this new product with its clients, particularly as it represents a long-held commitment to reducing the network’s environmental footprint and inspiring others to do the same.

About MilliCare

MilliCare provides textile and carpet cleaning services internationally for Fortune 500 companies, government agencies, airports, hotels and other public facilities. MilliCare provides facility managers with the products, services and knowledge they need to implement long-term maintenance plans that increase operational efficiencies, save money and resources, and prolong the life-cycles of textiles and carpet.

With a Green Seal certified process and products, MilliCare franchisees are trained to work alongside facility managers whose buildings are LEED certified or who aim to achieve that status. Headquartered in LaGrange, Ga., the company’s global network of more than 80 franchise partners consists of an integrated team of cleaning, manufacturing, retailing and other business professionals. For more information, please visit www.millicare.com.

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