



SUPER CONCENTRATE

# APEEL

ALL NATURAL, DEODORANT & ODOUR NEUTRALISER  
"ONE SQUIRT DOES IT ALL"

## **It is New it is Different - The Background**

It has been proven in University studies in the USA that aromas can influence human behaviour. The findings are that - pleasant aromas;-

1. Improve job satisfaction,
2. Increase productivity, and
3. Help reduce personal conflicts.

The conclusion being that a fresh tangy aroma can make a dramatic difference to a workplace and living environment.

Since the **CITRUS RESOURCES** range of products was introduced, we have received hundreds of compliments about the natural orange aromas ,and how they actually make you feel good and reduce odour build-up.

With customer response like this, it is easy to see why we have spent a long time developing an orange and fruit aroma that links with odour residuality and bad odour destruction. The natural blend of aromas in APEEL actually neutralise and absorb bad odours, replacing them with an unmistakable fresh sweet orange and fruit scent. We believe you will love it.

## **Why APEEL - from Fruit, Citrus & Honey**

It is made from orange by products, fruit and flower by products and a special type of honey known for its mild germicidal action. This gives us a unique advantage in selling the product - one 500-ml bottle will do the job of 5 litres of regular deodorant and you don't need to dilute it, yet it rinses through fabric, and fibres in carpet and upholstery.

Instead of using many litres of made up diluted solution, you only use one squirt of line mist concentrate that expands rapidly to circulate to every problem area, for rapid 24 hour odour control - it is so economical, just 3 or 4 squirts per room. It only costs a few cents.

## Uses and Applications

### Carpet Deodorant, Odour Absorber

We have made a special effort to satisfy this market because professional carpet cleaning is a big market and we can offer something new that will give the carpet cleaner more income in add-on sales. **APEEL**'s aroma and formulation is completely compatible to CITRAFRESH carpet prespray.

### Directions:

Spray 4 squirts per room (4.5 metres x 4.5 metres) directly over the carpet prior to prespraying with CITRAFRESH carpet prespray as directed on the label. Hot water extraction rinse in the normal manner. This allows **APEEL** to contact and deodorise all the fibres. Spray **APEEL** once in the air as you finish the room to complete the residual and total effect.

### Hospitals, Hotels, Motels

Just one squirt will neutralise stale smoke, alcohol, musty perspiration and bathroom odours immediately. To extend the residuality to 24 hours, apply to bathroom wall or paper towel placed in waste receptacle.

Hospitals will find that **APEEL** is a safe and friendly alternative to chemical deodorants. Its effective natural formulation destroys urine, faeces and bacteria, generated odours as well as in bed pan washing areas and cancer patient wards.

### Commercial Buildings

Contract cleaners will find greater cost effectiveness of **APEEL** general office and washroom applications compared with the wasteful use of disinfectants. The "new" and unusual aroma of **APEEL** will bring new found satisfaction from office tenants.

### Health, Sporting Clubs and Saunas

Wherever sport is played indoors, perspiration and stale odours are a problem, particularly in the change room and sauna. **APEEL** will be welcomed because it is natural and low in allergic reactions and really lasts. In saunas, spray directly onto the timber seats after cleaning.

### Industrial Applications, Waste Storage and Drains

It's here that **APEEL** really goes to work to do a brilliant job in the toughest areas. Spray into food waste dumpster bins, garbage bins used in the meat, fish and vegetable industries. Even kitchen waster sewerage pumping contractors, council sewerage depots, foul smelling drains and pipes. There are thousands of industrial odour problems that can be solved the safe and friendly way - with **APEEL**.

### Smoke and Fire Restoration, Water Damage

Many carpet cleaners and speciality contractors will find a growing market for **APEEL** on fire and water damage insurance work. **APEEL** with the aid of an ozone generator will bring in a new market that builds their reputation and business.

### Handling Precautions

Because **APEEL** is a concentrated material, it is strongly irritating to eyes and nasal membranes. Always spray into the air or onto a surface away from yourself.

No ingredient contributes to global warming or ozone depletion. It carries no UN number. Note: it is non-toxic and non-regulated.

### **BIODEGRARABILITY**

**APEEL** meets all Australian and European Economic Community Biodegradability Standards.

### **For the Technical Minded**

#### Scientific Explanation of how APEEL Works

**APEEL** is the culmination of two years development effort and uses the Dutch Zwardenmaaker Pairs Principle of pairing two aromas together so they cancel out of a range of bad or unwanted odours to make a non-odour. There are three sets of "pairs" in **APEEL** that allow it to work in eliminating the widest range of odours. It is simple, is made from renewable resources and it works brilliantly.

The University of Waikato in New Zealand has also played a part in the formulation. Their work in isolation of specific types of honey that liberate natural "peroxide" bactericide and a substance not yet identified has given new meaning to the word "natural". It kills germs, yet it is not regulated as being a toxic germicide.

*Natural Citrus Cleaning Products for a Safe and Healthy Workplace*

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Wedina Holdings Pty. Ltd. A.B.N 65 002 373 319  
48 Wentworth Street, Granville NSW 2142. Ph: (02) 8868 6888 Fax: (02) 9682 6855  
PO BOX 142 Artarmon NSW 1570  
Email: [sales@research-products.com.au](mailto:sales@research-products.com.au) Web: [www.research-products.com.au](http://www.research-products.com.au)