

Fig. 1



Fig. 2

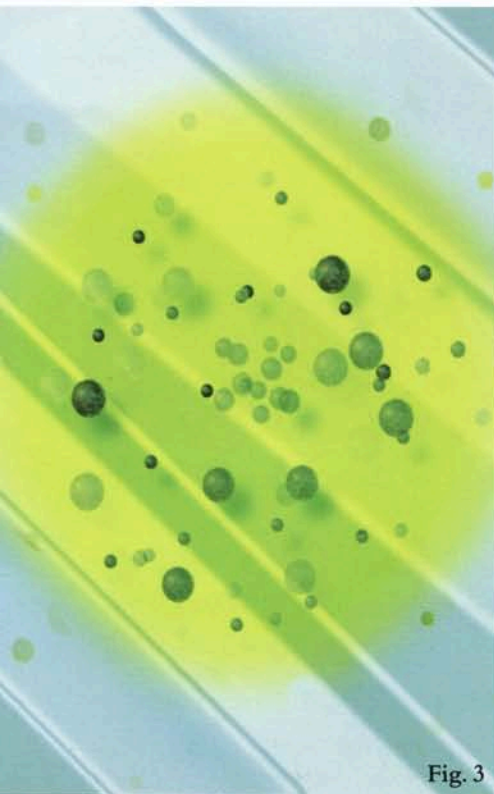


Fig. 3

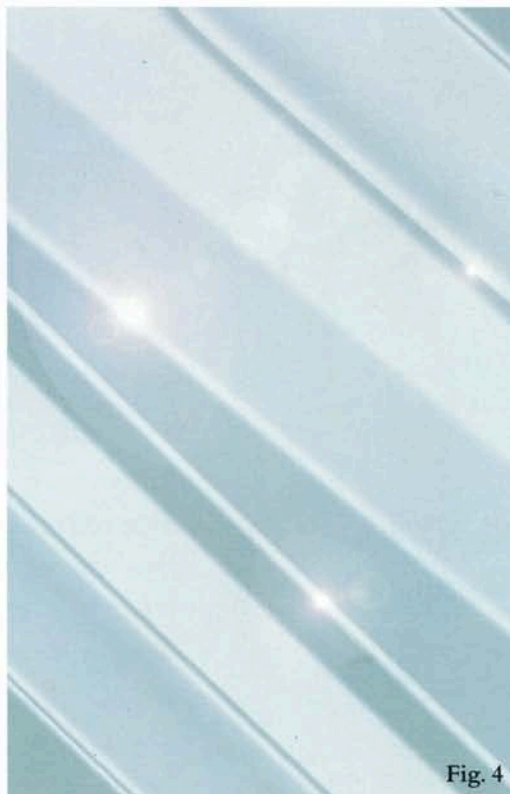


Fig. 4

MPF™: The Simple Explanation for Simple Green's Extraordinary Performance.

The key to Simple Green's cutting edge formulation and superior results is something called Micro-Particulate-Fractionalization, or MPF.

Readily Attacks Dirt, Grease & Fat.

Initially, like many other cleaning solutions, Simple Green uses special "surface active" agents to break down large globs of oil, grease and fat, creating much smaller microscopic droplets called "micelles." Water is the catalyst for Simple Green's cleaning power. (Figure 1)

Surpasses Others Via MPF.

Unlike ordinary industrial cleaners and dispersants, Simple Green's special MPF properties continue breaking down these microscopic droplets even further – far beyond normal micellization. (Figure 2)

Dissolves Tough Cleaning Problems.

As these droplets are made smaller and more numerous by Simple Green's MPF, they provide increasingly greater surface area for Simple Green and water to attack. Ultimately, instead of being merely suspended in solution, the droplets are actually dissolved into the water. (Figure 3)

Delivers Safe and Strong Cleaning.

The end result is a much more efficient and effective way to clean. A proven way to eliminate the redeposition problems common to many cleaners. In many cases, with proper P.O.T.W. testing, the used Simple Green rinseate is admissible into sewer treatment systems.



MPF™
Micro-Particulate-Fractionalization

Proven Results. Proven Safety. And Proven Savings.

Over the past two decades, Simple Green has invested millions of dollars in independent testing and research to thoroughly evaluate the product and its long-term effects on the user, the workplace and the environment.

According to Dr. John Todhunter, Ph.D., FAIC, DABT, president, Science Regulatory Services International, and



formerly with the Toxicology Department of the U.S. Environmental Protection Agency, "Simple Green's unprecedented MPF process is a scientifically advanced method of achieving effective cleaning."

What's more, when it comes to Simple Green's impressive track record as a "safer" cleaning solution, Dr. Todhunter concluded: "...results substantiate that the product is non-toxic, environmentally sensitive and biodegradable."

Our Claims Are Fact. Product Leadership That's Been Tested.

- ▶ Product tests conducted to verify claims.
- ▶ Over \$3 million spent on research.
- ▶ Over 20 years of enviro leadership.
- ▶ Money back guarantee.
- ▶ Concentrated and economical because it replaces almost all other cleaners and degreasers you're using!

Simple Green and MPF Can Even Help You Clean Up Your Bottom Line.

Aside from the peace of mind Simple Green provides, there can also be significant benefits on your balance sheet.

Simple Green's remarkable MPF – activated by water – not only makes it a much safer cleaner/degreaser, but a much more effective and versatile solution as well.

*Simple Green is on the U.S. Environmental Protection Agency's NCP Schedule. This listing does not mean the EPA approves, recommends, licenses, certifies or authorizes the use of Simple Green. This listing means only that data has been properly submitted to EPA as required by Subpart J of the National Contingency Plan.

- Non-toxic, non-flammable, non-abrasive and biodegradable.
- A cost-effective concentrate that can be "custom mixed" with water to perform a vast range of different cleaning tasks. From heavy-duty manufacturing equipment to delicate electronic circuitry.
- Neither OSHA nor the EPA require any special handling, personal protection, protective gear, or disposal equipment.
- Listed on the EPA National Contingency Plan (NCP) as a surface washing agent in oil spill clean up.*



- Authorized by the USDA for use in Federally inspected meat and poultry plants.
- Replaces ozone depleting substances (ODS). Meets Federal Clean Air Act requirements; no need for ODS warning labels.

In other words, Simple Green with MPF benefits the business environment as much as the natural environment.

simple green *The Safer Solution™*

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