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Here's the latest news from Hygienitech Mattress Cleaning and Sanitizing Systems, now with 630 dealers in 42 countries and growing!

Headline: Everybody's Going Green

Read any news, health or lifestyle magazine, pick up any major newspaper or watch any number of TV network news or news magazine type broadcasts (The Today Show, CBS This Morning, Good Morning America, Oprah Winfrey, 60-minutes, Primetime, Dateline, etc.) and you're sure to come across features or stories about the "Green Movement." The real question is what does it really mean to go Green and how does it affect Hygienitech's core business. Well, the answer is simple. Going Green is an all encompassing trend to clean up our environment by being energy conscious and to drastically reduce the number of contaminants we are being bombarded with both outside and inside our homes.

When we designed and began manufacturing Hygienitech machines in 1999 our primary focus was on producing a superior, technologically advanced, easy to use environmentally friendly, chemical-free system to remove dust mites and other harmful debris from mattresses. Although cleaning and sanitizing mattresses was a big business and widely accepted practice throughout Europe at the time, the fact is that the vast majority of North Americans and people from other parts of the world were for the most part unaware that their mattresses could be harboring all kinds of potentially harmful things. And not just dust and dirt, but nasty germs, bacteria, common viruses and in many cases a wide variety of microscopic creatures that collectively have an adverse affect on our health and well-being...everything from dust mites to fungal spores to bacteria, dangerous airborne viruses, mold and mildew spores, pollen, spider mites, flea and flea eggs, scabies and most recently the alarming resurgence of bed bugs.

Well, now it's almost eight years later at Hygienitech and thanks to this new Green thinking and the resulting growing awareness and education we are all getting as human beings concerned about our environment and the health of ourselves and our families, we, along with our 630 dealers are finding that we're spending a lot less time educating people and a lot more time remedying and providing solutions to the problem, not just in private homes, but for all types of multi-bed facilities as well. As a matter of fact, hotels (ranging from one-star through five-star rated) have come under attack from a wide variety of media as to their true sanitary conditions. To combat this negative press, the movers and shakers in the hotel industry have formed an alliance called the Green Hotels Association (www.greenhotels.com/members.htm). Take a look at this site if you get a chance and you'll see what they're all about.

We also owe a great deal of our thanks to other companies who because of their sheer size and advertising clout, are doing a great job in educating people about indoor contaminants, once again making our job easier. First it was the **Tempurpedic** mattress commercials, where they "claim" that these mattresses remain dust mite free (which isn't exactly true) and they emphasize this by showing a huge blow up of a dust mite in action—telling us that there could be millions of these ominous creatures in the typical mattress-- certainly enough to scare anyone. Some of their commercials go a step further in alarming people by stating that a regular mattress will double in weight in 7-10 years, which they clearly attribute to the massive population of dust mites inhabiting the bed. Thank you **Tempurpedic**, we appreciate the education you're providing to 99.9% of the population that is quite content sleeping on a regular mattress-- and will probably never buy a memory foam mattress for a lot of reasons, not to mention the price.

And then there are the new **Pledge** commercials where they "claim" that using their new dust mite inhibiting product when you dust will help alleviate any dust mite allergies. This commercial also features a close up look at dust mites which is not a very pretty picture. We're sure that the introduction of this product is really good news for dust mite allergy and all types of allergy sufferers, as long as they're sleeping on their dining room, end or coffee tables!!

Next, **Fabreeze** got into the act with their TV and prints ads promoting their Allergen Reducer. And most recently, **Swiffer** has joined the bandwagon with their line of allergen reducing wipes. We're not sure who will be next, but if you're a Hygienitech dealer, we will be sure to let you know.

Headline: We're no longer just a mattress cleaning and sanitizing service!

Hygienitech systems have always been at the cutting edge of technology and extremely easy to use when it comes to treating just about every type of mattress or upholstered item.

Now, with the addition of some new specially designed accessories, you can use your Hygienitech system to treat every type of chair or sofa, no matter what shape or size, as well as use it on curtains, drapes and carpeting. And don't forget about children's toys, especially stuffed animals and other furry creatures that could be hosting all kinds of harmful contaminants. You only need one lightweight and completely portable Hygienitech system to treat an entire house.

The bottom line: Become a Hygienitech Dealer and we'll show you how to turn Green into Green...the kind of "Green" you can take to the bank.