



## **Meridrew Enterprises**

PO Box 113 • Danville, CA 94526  
Phone (925) 838-8774 • [www.klearscreen.com](http://www.klearscreen.com)

---

# News

For Immediate Release

Contact: John Younghein  
Meridrew Enterprises  
(925) 838-8774  
Contact: David Wallace  
Meridrew Enterprises  
(714) 963-4406

## **Apple Chooses iKlear Cleaning Fluid and 2G Dual Micro Textured Towel Technology**



### **Apple Chooses iKlear for Manufacturing**

The Apple reputation for attention to detail is legendary and the recent launch of the new iPad with multi-touch screen further enhances that fact. iKlear is proud to be part of that reputation as a supplier to Apple manufacturing. Apple uses our unique fluid in the manufacturing process as the final top dressing of products before packaging. Apple needed a cleaner and polish that meets their green initiative requirements and still gives their product the 'WOW' presentation when a customer first opens the box of their new Apple gear. "Apple chose our cleaning fluid based on results. Our fluid will not harm the environment or the workers who assemble these great products," said John K. Younghein.

San Francisco, CA, January 28, 2010 —

Meridrew Enterprises is pleased to announce that Apple retail selected iKlear as the exclusive worldwide supplier of cleaning products in Apple stores. "Our relationship with Apple goes back to 1992," said John K. Younghein, President and CEO of Meridrew Enterprises. "The Apple company store in Cupertino is one of our original customers. We have worked very closely with Apple to design and manufacture products that make sense for their customers and products."

The explosion of touch pad surfaces on computers, smart phones and tablet devices created a need for specialized cleaners and antimicrobial solutions. iKlear is the leader in

**more**

## Apple Chooses iKlear Cleaning Fluid

### Page 2

providing safe and effective products that clean and protect high tech equipment and their owners. iKlear cleaning fluid and towels are used at the Genius Bar at all Apple retail stores to clean customer owned products and at Apple service centers.

Beginning in January 2010 Apple retail began using the new iKlear antimicrobial Dual Micro Textured (DMT/2G) towel at the Genius Bar. The new cloth has the unique properties of a distinct cleaning side and a distinct polishing side both with built-in antimicrobial capabilities in one piece of fabric. The new **DMT/2G** cloth has the added benefit of built-in antimicrobial capabilities designed to limit the growth of bacteria and fungi using the same technology employed in space suits. The antimicrobial component is part of the manufacturing process, a key ingredient of the materials that make the cloth, making this antimicrobial capability last the life of the cloth. The new cloth is a huge advancement over first generation antimicrobial towels that depend on isopropyl alcohol added to the cloth after manufacture and its effectiveness that diminishes with washing and time.

iKlear cleaning products are available at Apple retail, online and other fine retailers.

*Meridrew Enterprises is a leading manufacturer of LCD cleaning products for consumer and institutional use. For more information about Klear Screen or iKlear products contact our office at (925) 838-8774.*

**End**