



## Meridrew Enterprises

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# News

For Immediate Release

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## iKlear Adds New Dual Micro Textured Towel Technology In Apple Polish Kit



***Now with Dual Micro Textured  
(DMT/2G) towel technology.***

San Francisco, CA, February 1, 2010 —

Meridrew Enterprises is pleased to announce the inclusion of a new cloth featuring Dual Micro Textured Technology (DMT/2G) in the original iKlear Apple Polish Kit (iK-5MCK). Working with one of the leading manufacturers of micro fiber cloth Meridrew Enterprises is now including a unique dual micro textured towel with second

generation antimicrobial properties in our cleaning kit.

The new cloth has the unique properties of a distinct cleaning side and a distinct polishing side 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 is the same technology employed in space suits. The antimicrobial component is part of the cloth manufacturing process, and is a key ingredient of the materials that make the cloth, making this antimicrobial property last the life of the cloth. Recent studies have shown computer keyboards and other touch pad

**more**

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surfaces to be potential breeding grounds for germs. This unique, dual textured cloth is made to trap and eliminate over 99.0% of the bacteria that can be found on an iPhone, keyboard, track pad and computer mouse. 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.

The advantage for the user is they now have the right cloth to clean and polish either high gloss or matte surfaces at all times. By simplifying the process we have enhanced our customer's satisfaction while maintaining the value of the kit. "For years we have been searching for a towel that will provide superior cleaning capability with unsurpassed polishing and long lasting antimicrobial properties. We are now able to deliver this unique product to our customers," Said John K. Younghein, President Meridrew Enterprises.

The new ***iKlear Apple Polish Kit*** includes everything for home, office and travel cleaning needs. The Apple Polish Kit contains a large 8 ounce bottle of iKlear cleaning fluid for home and office, one large and one travel size DMT/2G cloth, one travel size chamois cloth and 12 iKlear Travel Singles designed for use on the Apple iPad, iPhone, track pads and computer mice.

The unique iKlear cleaning solution contains no alcohol or ammonia and is safe to use around children and pets. The iKlear solution safely removes dirt, dust, lint and fingerprints and leaves the surface with an anti-static finish so you don't have to clean as often. Our cleaning solution is 100% non-toxic and environmentally friendly, and is the most recommended cleaning solution for consumer electronics devices.

*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.*

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