

News

For Immediate Release

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Meridrew Introduces Dual Micro Textured (DMT/2G) New 2nd Generation Antimicrobial Towel

DMT/2G
Dual Micro Texture Towel
2nd Generation Antimicrobial Technology

San Francisco, CA, February 1, 2010 —

Meridrew Enterprises is pleased to announce
our new cleaning and polishing towel featuring
Dual Micro Textured Technology (DMT/2G)

with built-in antimicrobial treatment. Working with one of the leading manufacturers of micro fiber cloth Meridrew Enterprises is now including a unique dual micro textured towel in two of our popular cleaning kits.

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.

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Dual Micro Textured Towel Technology

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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. "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 Dual Micro Textured Technology Towel (DMT/2G) with built-in antimicrobial treatment will be packaged in the iKlear 5MCK and the Klear Screen SP12 kits. Both will be available at retail in March 2010.

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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