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Urine Odor & Stains Equal Big Profits for Flooring Professionals

SARASOTA, FL (January 7, 2008) – There is now a solution to the flooring industries biggest problem, urine odor and stains. In the past, urine odor and stains have meant big problems for flooring professionals, now they can mean big profits.

Formulated by Bio-Pro Research of Sarasota, Florida, Urine Off safely removes urine odor and stains from any surface, even hardwood floors. Carried by flooring distributors and retailers across the country, Urine Off uses a combination of specially developed microorganisms and bio-enzymes to dissolve the urine salt crystals completely as well as remove the urea (sticky substance in urine) and urochrome (makes urine yellow).

Urine Off is changing how the flooring industry does business. “Our cleaning technicians carry Urine Off on all of their trucks,” says John Toliver, owner of Carpet One Cleaning in Tempe, Arizona. “The cost of a 500ml bottle for us is in the \$8 range but our technicians can charge anywhere from \$60-\$80 for treatment. It is a good return on investment, and you have a really happy customer because it works!”

Flooring professionals are able to effectively eliminate any and all odors before installing new flooring. “My crew and I run into urine stains and odors hidden underneath old flooring almost daily,” says an enthusiastic Michael Bailey, owner of Clean Cut Interiors in the Cleveland, Ohio, who has been incorporating Urine Off into his installations for the past three months. “Believe me, customers are disgusted at what we find – and eager to pay us to solve the problem before their expensive new floor gets installed. Many also buy a few bottles to use on any new accidents that happen after the installation is complete.”

Urine Off is the only urine odor and stain remediation product that carries the “Seal of Approval” from the Carpet and Rug Institute, the U.S. Carpet Authority. It is also the only product endorsed by Interface Flooring, the industry leader in institutional flooring.

About Urine Off

Bio-Pro Research, LLC of Sarasota, Florida, launched Urine Off in 2003 after more than two years of research. Urine Off is the number one recommended method for urine stain and odor remediation. To find out more about Urine Off, visit us at www.Bio-ProResearch.com.

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If you would like more information about this topic, or to schedule an interview with Bill Hadley, CEO of Bio-Pro Research, LLC, please call Ryan Montgomery at 941-487-6294 or email at rmontgomery@bio-proresearch.com.