

## **Local Business Goes Global With Product That Makes Every Day a Celebration of Earth Day in Homes and Businesses Across the World**

*In just a few days, Earth Day will bring the world together on global environmental issues that are becoming more and more important in all of our lives. One family owned Ohio business, Ultimate Cloth, LLC, knows that making simple changes in the daily cleaning activities of the home and business environments can add up to Global results. They offer an innovative product that cleans 'green' by eliminating 100% of the harmful chemicals; cuts 90% of the paper towel usage; and is more effective than most products typically used while cleaning. Made from a unique, patented technology, it is washable; contains no chemicals; and cleans with just water. Guaranteed for up to 5 years of usage, it's definitely in the running as the 'ultimate' green cleaning product.*

Columbus, OH ([PRWeb](#)) April 22, 2008 -- In honor of Earth Day and 'green products' that actually save time, money and frustration for consumers, Ultimate Cloth, LLC, announces an innovative product that cleans 'green' by eliminating 100% of the harmful chemicals; cuts 90% of the paper towel usage; and is more effective than most products typically used while cleaning. Made from a unique, patented technology, it is washable; contains no chemicals; and cleans with just water. Guaranteed for up to 5 years of usage.

So what would most people think of these claims? 'Too good to be true' said Susan Stewart, a managing partner of Ultimate Cloth, LLC. 'As a society, we want to be 'green', but are not willing to give up effectiveness which can be the case with many green products. We also tend to trust and continue to buy name brand products even though they are expensive, can be harmful and continue to disappoint us. Obviously, skepticism is our biggest obstacle when we first present the product - but that only lasts until people use the cloth for themselves - then we get the 'love' calls and emails.'

Manufacturers and their stockholders love when we purchase different cleaning products for each surface of our homes. We are encouraged to buy one cleaner for glass, mirrors and windows, another to get the soap scum, one for stainless steel and yet another for tiles and hardwoods and the list goes on. It's one of the reasons the US Environmental Protection Agency estimates that indoor pollution levels can be two to four times the outdoor pollution levels and major contributors to that percentage can be found by taking a stroll through most homes today. Statistics show that the average home has 63 synthetic chemical products which translates to roughly 10 gallons of harmful chemicals we expose ourselves and our loved ones to on a daily basis. Statistics also show that these chemicals contribute to individual chemical sensitivities, asthma, cancer and ultimately global pollution.

The manufacturers of the Ultimate Cloth show their customers a better way by offering one product that is appropriate for most surfaces of homes, businesses and vehicles. Made from a unique, patented technology called MiraFiber™, the cloth was originally known for its exceptional ability to clean glass, mirrors, windows and car windshields without chemicals leaving absolutely no streaks, spots or lint - guaranteed. However, it's superior ability to clean all hard surfaces of homes and vehicles quickly became apparent and customers now send in rave reviews of the Ultimate Cloths ability to clean popular surfaces such as stainless steel, Corian, granite, marble, black and glass topped or ceramic appliances, tiles, hardwoods and much more.

The fact that no paper towels are needed when cleaning these surfaces is an added benefit. According to Green Seal, a non-profit organization dedicated to safeguarding the environment, paper products account for over 30% of the timber cut in the U.S. alone. Paper towels take their fair share of that percentage and, unlike most other

paper products, are used once, never to be used again. They cannot be recycled, thereby eliminating the potential for replenishing what has been lost.

'It seems the world is ready for an effective, 'green' cleaning product' says Stewart. "In the first two years in the business, we experienced exponential growth through 'word of mouth' advertising. While introducing the product at Home and Garden Shows, Car, Boat, RV and Motorcycle Shows in a four state radius, we were sending cloths as far away as Italy, Ireland, Alaska and even to an individual in the Ecuadorian Embassy!" She went on to say, 'But we also knew that even though we were prepared to take the business to the next level, we could not continue the strain of show schedules all across the country.'

Which is why this past year, Ultimate Cloth, LLC, which is a relatively small family business outside of Columbus, OH, decided to put their advertising dollars where it counted - getting cloths into the hands of more people. They embarked on what they considered to be an aggressive advertising campaign offering a free cloth to individuals through 'key word' searches on Yahoo, Google and MSN. Putting 5,000 cloths to the side, they were not prepared, on December 5, for over 22,000 individual requests in a 3 day period.

It took a new database, new computers, thousands of dollars in shipping supplies, additional personnel and six weeks to complete the project but seems it was worth it. Ultimate Cloth, LLC, now has wholesalers and distributors in over 26 states; Ultimate Cloth fundraisers in 11 states - as far away as New Mexico - and are now exporting to two different countries with ongoing negotiations for 5 more.

Exciting times for a company less than three years old and exciting times for a new, green era that is starting in the homes and businesses across America and beyond.

For more information about the Ultimate Cloth, call 800-714-2770 / 614-504-2014 or go online to [www.ultimatecloth.com](http://www.ultimatecloth.com).

"Happy Earth Day. Every Day."

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