

PRESS RELEASE - Söderköping, Sweden. September 14, 2017

Twister Group proudly presents Twister™ Pink

Twister Group, the innovators of diamond floor cleaning technology, launches Twister™ Pink - an all new floor cleaning pad specifically designed for high traffic areas with an extra demand for high gloss.

The new daily floor cleaning pad, Twister™ Pink, completes the High Traffic family of Twister floor cleaning pads – now consisting of Twister™ Pink, Twister™ Blue and Twister™ Orange.

This product family presents the ultimate chemical free solution for floor cleaning in demanding environments. The products delivers exceptional results on all uncoated floors and restores the cleanliness and shine that is lost throughout the day - whether the wear comes from high traffic in a retail environment or from forklift traffic on an industrial floor.

With Twister™ Pink you will notice:

- Up to 30% higher gloss in high demanding areas with heavy traffic compared to any other daily cleaning pad.
- Prolonged lifespan of both pad and floor compared to traditional, chemical based methods.
- Accelerated results achieving cleanliness and gloss in high traffic areas.

For every Twister™ Pink used in daily cleaning an average of 20 liters (5.3 gallons) of floor cleaning chemicals are saved.

The Twister Group has been at the forefront of developing chemical free floor cleaning methods for more than a decade and we want to continue working for a healthier and better environment for everyone. With Twister™ Pink we are extending our product line up to meet key demands in regards to cost-efficiency and sustainability as well as the ability to deliver better cleaning results in environments where high, consistent floor quality is a priority – such as retail shopping malls and airports.

Twister™ Pink will be launched worldwide September 12·2017.

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