



Making Sense of Smell

Odour Masking vs. Odour Control



Traditional janitorial products often contain fragrances for the purpose of covering over bad smells, so what ends up wafting through the air is a combination of a bad smell and perfume. This “solution” is quick lived and not highly effective, and often the masking fragrance is too pungent.

The largest line of cleaning and odour control products we carry is our robust AIRX brand – produced right here in our Edmonton manufacturing plant. All AIRX products include a component called Airicide, which has a unique way of handling those nasty smells.

Our noses contain between 10 and 20 million specialized neurons, called olfactory receptors, located in a patch about the size of a postage stamp at the top of our nose interior. Part of these neurons protrude through the skin and catch molecules that we breath in, sending the information about their shape to our brain to be identi-

fied and categorized. What we perceive as a “good” or “bad” smell is learned through our emotional experiences (e.g. mom’s fresh baked bread smells good; spoiled food that can no longer be eaten smells bad). Our brain can recognize thousands of these different patterns and associations.

Airicide works by bonding with the molecules in the odour, changing the shape of the odourant. When this new molecule reaches the receptors in the nose, it becomes something that can be described as ‘something we don’t have a learned opinion of’ and therefore does not smell bad. AIRX products do not mask the smell... *they change the smell.*

There is an AIRX product to suit any need. The line includes products for airborne odour control, surface cleaning and disinfection, and subsurface cleaning.

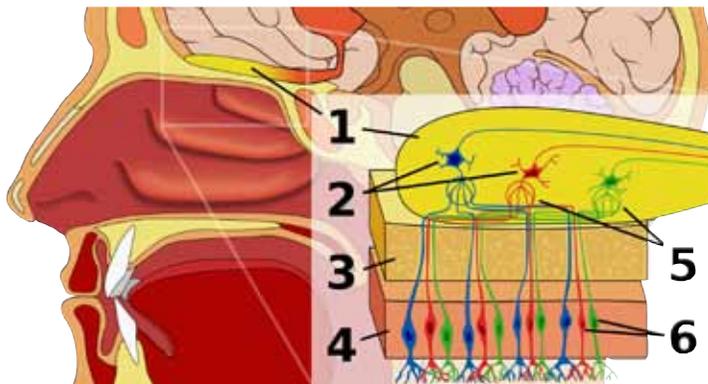
For a handy reference on all of our AIRX products, have a look at our AIRX reference chart, available either through our Product Reference Guide, or on our website at www.wegreer.com/products/commercial.php. ■

Party Time! (Almost)

We Celebrate our 90th Anniversary in 2013

2013 is just around the corner, and with the new year comes an exciting milestone for us – our 90th Anniversary!

We are planning some exciting ways to celebrate our 90th year (more to come, so stay tuned!), but in the meantime, pick up a copy of our Product Reference Guide, or visit our website (www.wegreer.com/about/our-history.php) for a story on the history of W.E. Greer Ltd. and its founder, William E. Greer.



1: Olfactory bulb 2: Mitral cells 3: Bone 4: Nasal Epithelium 5: Glomerulus 6: Olfactory receptor cells (image from Wikipedia).

SPECIALS AND SPOTLIGHTS

Prices valid from December 1, 2012 through to February 28, 2013. All used equipment sold as is, where is. All items limited quantity.

Spotlight: Using Winter Rinse Away Floor Cleaner on Mats and Carpets



Ice melter residue can be a frustrating soil to try and clean up, and no surface can be more frustrating than matting and carpets. That's where Winter Rinse Away comes in.

Our consultants have been working with this new product, and have discovered that adding Winter Rinse Away to an extractor is a highly effective method of removing ice melt residue from matting and carpets.

For more information on this process, please contact your local Greer consultant.

Spotlight: Get Ready for Winter with an Aquaclean Extractor



As any facility with carpeting or mat systems should be well aware of by now, winter is a hard time for cleaning. Carpets have a three-dimensional surface that gets dirty fast with all the slush and dirt that is tracked through by patrons.

The Aquaclean line of self-contained extractors are powerful, flexible, and range from small to large to suit any facility. XP and FLX models have low moisture settings that keep carpet cleaning inconvenience to a minimum. The 18FLX has a unique handle that swivels so you can clean while pushing forward, or pulling backward.

Contact your consultant, or visit our website for more information. **Models:** 12ST, 16ST, 16XP, 18FLX

Spotlight: Programmed Maintenance



Winter is always harder on cleaning equipment. That daily, weekly, and monthly maintenance may not be enough to ensure that your equipment continues to run at peak performance.

We offer affordable flat rates for a detailed maintenance check-up. Our technicians know what to look for to keep your machine from breaking down at the wrong time.

Are you in the Grande Prairie or Fort McMurray area? Piggy-back on our VST program for reduced rates. For more information, visit our website.

Special: EV Ready-to-Use 3-Pack

Tornado A spray and wipe cleaner with superior grease cutting performance. Great in kitchen areas or anywhere grease and grime accumulate.

Rain A glass cleaner that cleans glass and chrome with a streak-free shine. May also be used for light duty cleaning jobs.

Hurricane A washroom cleaner without the acid. No harmful fumes or vapours. Cleans and deodorizes safely and effectively.



Special: Demo Equipment Sale

The **C3 Cleaning Companion** is excellent for facilities with shower/locker rooms, industrial washrooms, arenas, or any other area that requires a self-contained cleaning system.

2 available. Tools included.

325106 C3 Cleaning Companion \$882.88 (reg 1692.39)
325150 C3 Recovery System \$398.80 (reg \$658.02)



The **Micromatic 13E** scrubber from Nilfisk-Advance provides the convenience of an automatic scrubber, but with a size that is convenient for small or tight facilities. Its low height and fully adjustable handle makes it convenient for getting under tables and chairs.

3 available. Corded.

339087233020 Micromatic 13E \$1999.00 (reg 2449.00)



Special: Cleaning Supplies Sale

Equipment	Item #	Price
21" Hogshair Niagara Low Speed Burnishing Pad	489590	\$9.00
Citrus Body Wash, 1oz Bottles, Case of 150	173015	\$73.58
Fire Resistant Wastebasket, Beige (2543)	532102	\$36.23
Disposable Latex Gloves, Powdered, Small	574315	\$9.45
Loop Mop, Winger Narrow Band, Small	612955	\$7.75
Microfibre Mop Pad, 25", Velcro Back (for PerfectClean System)	560915	\$14.95
K-585 Powdered Vehicle Wash, 20L Pail	228240	\$115.12



For video demonstrations a variety of equipment and products, please visit our YouTube page at: www.youtube.com/user/WEGreerLtd

www.wegreer.com

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