

Technical News Release

From the Technical Service Department at Intercon Chemical Company (800) 325-9218 extension 580

NEW PREMIUM SUNRISE

Intercon's R&D group has been hard at work developing several new products, one of which is new **Premium Sunrise**. Our design goals were to have a product that grabbed grease better, had longer lasting suds, was kind to the hands and just out and out performed better than any other product on the market. We've done that, and more!

Your first impression of **Premium Sunrise** is that we've changed the appearance of the product. **Premium Sunrise** is a clear, inviting blue liquid. It is thick, not runny, because it is packed with grease grabbing surfactants. The fresh fragrance will also make your cleanup job more pleasant. The most exciting part of this new product is the foam.

We've all worked with manual dish washing products that produce a lot of foam initially, only to lose their suds half way through the job. These kinds of suds are often characterized by being large, thin-walled and short lived. Because these suds dissipate quickly, they lose their ability to tie up food grease and oil, which makes it harder to get items clean.

With its superior surfactant system, **Premium Sunrise** produces dense suds whose bubbles are thick walled and very tiny at the liquid surface of the dish washing solution. These "tiny bubbles" are evidence that **Premium Sunrise** will hold more grease and oil, grab it faster and hold onto it longer, producing superior results.

The suds produced by **Premium Sunrise** can last for days if left undisturbed in the lab. When washing dishes, the foam maintains its dense structure, indicating that it still has the capacity to attack more grease. Longer lasting, effective suds means that even the last dishes will be clean.

Not only will the last dish be clean, but because of the mild formula, **Premium Sunrise** will leave your hands supple and grease-free, rather than irritated and oily. Thus, with this grease cutting, long lasting formula we have achieved our goal of producing the best manual dish detergent available. Put **Premium Sunrise** to the test and tackle your hardest jobs with ease and efficiency.

If you have any technical questions about new **Premium Sunrise** or any of our other products, please contact Technical Services at (800) 325-9218 extension 580.