



Complete Floor Care Solutions  
Equipment • Chemicals • Service • Parts

## New Product Announcement

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FOR IMMEDIATE RELEASE

### Windsor Offers Red Carpet Chemicals For Commercials & Industrial Applications

**Denver, Co** – Windsor Industries, a Castle Rock Industries (CRI) company, today announced its Red Carpet chemical line, designed for carpet extraction, interim carpet cleaning, deodorizing and spotting applications in commercial and industrial environments. The product family was developed in partnership with ProChem, another CRI company that is the recognized leader in chemicals for professional carpet care. Carpet manufacturers and independent testing laboratories use ProChem chemicals as their benchmark for comparison testing.

The Red Carpet line builds on proven ProChem formulas. Each product is designed to optimize Windsor equipment performance and life, thereby combining the best in carpet care with enhanced equipment productivity. By using Red Carpet chemicals, users can receive an extended warranty on their Windsor carpet extractors.

The Red Carpet line provides: carpet extraction products, including pre-sprays, cleaners and carpet protectors; interim cleaning products, including concentrates, shampoos and powder cleaners; deodorizer products, including enzyme deodorizers and odor neutralizers; and spotting products, including spotting kits for health care facilities, offices, and hospitality/retail. Windsor also offers ProChem's "Red Rescue," formulated to remove red food dyes.

Red Carpet is one of Windsor's Peak Performance™ brands of chemicals designed for commercial and industrial applications. Peak Performance also includes the



GlossTek™ line of ultra-durable floor finishes, Compass™ Chemicals for restroom and multi surface cleaning and Rombus™ Chemicals for interim dry carpet cleaning.

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**Castle Rock Industries, Inc.** brings together four of the best brands in the commercial cleaning and maintenance industry: Windsor, Prochem, TecServ and Graco. Together, these brands have provided floor care equipment, chemicals, service and parts for more than 35 years. By combining the expertise of thousands of industry specialists, CRI offers the best in **complete floor care solutions**. The company is headquartered in Englewood, CO, with facilities in Chandler, AZ and Blackwood, NJ.



