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## New Product Announcement

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FOR IMMEDIATE RELEASE

### Windsor Introduces New Interim Carpet Cleaning Method

**Denver, Co** – Windsor Industries, a Castle Rock Industries company, today introduced its new Rombus™ Carpet System. Designed for interim carpet care, the Rombus Maintainer quickly and easily freshens carpet surfaces, removing general traffic soils, spots and stains. Unlike bonnet buffing, it lifts the carpet pile, leaving the carpet looking bright and groomed. The Rombus Carpet System only dampens the carpet slightly, so that it is dry and ready for traffic in about 20 minutes.

The new Rombus Carpet Clean chemicals employ an exclusive MicroCap technology developed by Windsor's sister company, Prochem. Unlike other cleaning products that leave a sticky residue and promote accelerated resoiling, the MicroCap technology encapsulates the soil in micro-crystals that are non-sticky and will not attract more soil. The MicroCap residue is easily vacuumed either right after cleaning, or at the next scheduled vacuuming.

Many carpet manufacturers specifically recommend against using bonnet buffing as an interim cleaning method because it damages the carpet. With dry powder methods, if the powder is not thoroughly vacuumed, it can build up, making extraction more difficult. It can also grow mildew in humid conditions. The Rombus Carpet System extends the carpet life by grooming rather than buffing.

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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.

