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## **CFR To Emphasize “Responsible Cleaning” in 2012**

West Chicago, IL – CFR, which manufactures recycling carpet cleaning extractors and related tools and equipment, announces that its goal in 2012 is to put a much greater emphasis on what the company calls “responsible cleaning.”

According to Doug Berjer, product manager for CFR, responsible cleaning refers to cleaning strategies that are designed to help protect the environment as well as natural resources, specifically water.

“We want cleaning professionals and carpet cleaning technicians to be more aware of the need to use water responsibly. Historically, it has just not been much of a concern. But responsible water use is a growing problem that will impact both the janitor and carpet cleaning industries in the near future.”

It can even impact sales.

For instance, more corporate customers are requiring Environmental Preferable Purchasing (EPP) statements of all vendors, including building and carpet cleaning contractors.

Such statements help customers identify and select those vendors that have taken steps to operate their businesses in a Greener and more sustainable manner.

In addition, it is believed the new LEED certification criteria, to be released in early 2012, will put a much greater emphasis on water conservation. Facilities seeking LEED certification will need to show what steps they are taking to conserve water and use it more responsibly.

“Growing populations and demand are putting great strains on water resources,” explains Berjer. “Already more than a billion people and 50 percent of the world’s schools lack access to clean, potable water.”

The new “responsible cleaning” emphasis will be highlighted on more of CFR’s marketing materials and promotions in 2012, and an entire page on the subject has already been added to the company’s web site.

#### About CFR, a Tacony Company

CFR designs and manufactures a complete range of eco-friendly carpet cleaning systems and high performance specialty tools with an innovative, patented technology that is radically different from other carpet cleaning systems. Continuous Flow Recycling (CFR) technology provides superior moisture-controlled cleaning, faster drying times, and increased cleaning productivity that is unmatched compared to standard carpet extractors on the market today. Through a state-of-the-art recycling filtration system, coupled with moisture-controlled atomization wand technology to minimize carpet moisture, CFR is the Greenest carpet cleaning system available.