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**Environmental Sustainability Benefits of Using Activeion Pro Conclusive in Study**  
*Use of Breakthrough Chemical-Free Cleaning Tool*  
*Equivalent to Saving 93 Gallons of Gasoline and Two Barrels of Oil*

**ROGERS, Minn., July 21, 2009** – According to the results of a new study, the Activeion Pro, a breakthrough, on-demand, hand-held cleaning tool that transforms tap water into a powerful cleaner, delivers significant environmental sustainability benefits. When compared to cleaning with traditional chemical detergents, the Activeion Pro offers a greater than 97 percent benefit across seven key indicators tied to environmental sustainability.

Adding a small charge of electricity to, or “activating,” tap water makes it clean better than water in its natural state. When the trigger of the Activeion Pro is pressed, tap water flows through a water cell system that activates the water, transforming it into a powerful, general-purpose cleaner that is ideal for use on glass, stainless steel, carpet and natural stone, without added chemicals or detergents. [Click here for a demonstration of how it works.](#)

The sustainability study, coauthored by Professor Jack Geibig, director of the Center for Clean Products at the University of Tennessee, Knoxville, and the environmental sustainability group EcoForm, compared the Activeion Pro with traditional cleaning detergents across seven critical environmental and health categories. In every environmental category — energy consumption, ozone production, smog, acids, eutrophication (water pollution caused by plant nutrients), particulates and greenhouse warming gases — the benefit of switching to the Activeion Pro for cleaning was greater than 97 percent.

The study concluded that converting to *just one* Activeion Pro for general-purpose cleaning in commercial applications is equivalent to saving 93 gallons of gasoline and two barrels of oil; as well, it found that for every two units deployed for cleaning, one metric ton of coal is offset.

Without the addition of chemicals, the activated water in the Activeion Pro cleans and even sanitizes when used as directed. When applied to a surface, the activated water in the Activeion Pro helps lift dirt and organisms, enabling them to be wiped away. The activated water returns to its natural tap water state after about 45 seconds. The Activeion Pro is one of the only cleaners in the world without a chemical-related health warning label.

“We already knew the Activeion Pro frees our environment from the harmful impact of traditional, general-purpose chemicals. We now have the data that gives meaning to that statement,” says Todd Schaeffer, vice president and general manager, Activeion Cleaning Solutions. “For those who want to make a demonstrated difference in their approach to environmental stewardship, we offer the Activeion Pro. It’s a safe, simple, sustainable way to clean.”

Specifically, the Activeion Pro enables greater environmental stewardship by eliminating the need for general-purpose cleaning chemicals and the associated production, transportation, management and disposal costs. In addition:

- Every Activeion Pro used for cleaning is equivalent to taking one home off the energy grid for four months;
- Every Activeion Pro used for cleaning is equivalent to removing one automobile from the road for two months;
- If half of all educational facilities in the United States adopted just one Activeion Pro, over five years the schools collectively would save the energy equivalent of: 2,873,700 gallons of gas; 111,240 homes; 61,182 barrels of oil; 15,450 tons of coal; and 18,540 cars.

The analysis included an evaluation of the cleaning products and their packaging, supplemented by a hazard assessment of the chemicals used over the Activeion Pro product life cycle. The material content of the products themselves, materials used, the processes employed

during the manufacturing and assembly of the products, natural resources consumed during their use, as well as the content of all the product packaging for general-purpose cleaning chemicals and the Activeion Pro were analyzed over the five-year expected life span of the Activeion Pro.

The Center for Clean Products at the University of Tennessee, Knoxville, is one of the nation's oldest and largest university-based multidisciplinary research units devoted to environmental studies.

Activeion Cleaning Solutions, LLC, headquartered in Rogers, Minn., is a privately held cleaning technology company created to revolutionize the cleaning industry through the manufacturing, marketing and distribution of advanced cleaning technologies and products. Addressing the ever-growing need for sustainable cleaning, Activeion's solutions are ideal for offices, hotels, hospitals, schools and private residences. Through Activeion's innovation, cleaning professionals can meet the demand for green cleaning while also lowering their costs, simplifying their processes, and ensuring the safety of their customers and employees. For more information, or to purchase an Activeion Pro, visit [www.activeion.com](http://www.activeion.com).

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