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AbsolutelyNEW's(TM) BacterCloth(TM) Kills 99.99% of Bacteria without Chemicals
Business Wire via NewsEdge Corporation :

Odorless Sanitizer Available Business Editors SAN FRANCISCO--(BUSINESS WIRE)--April 16, 2007--AbsolutelyNEW(TM), an innovative manufacturing and product-development company, is proud to unveil the BacterCloth(TM). A solution to harmful kitchen germs, this handy and environmentally friendly cloth eliminates 99.99% of microbes by contact. And newly patented technology makes it the best anti-microbial sanitizer on the market that is non-toxic, non-irritating and odorless.

Tested and approved at the Pasteur Institute and the University of Arizona, the BacterCloth prevents the growth and spread of salmonella, E-coli, mildew, Staphylococcus and Streptococcus. Made from inorganic compounds, the cloth is chemical-free and reusable. It can be washed 140 times or more without deteriorating its bacteria-killing power, and it will never develop mildew. Bleach is not necessary or recommended.

The BacterCloth is made with zeolite, an inorganic mineral compound with anti-bacterial qualities. When combined with other minerals, such as silver, it is a very powerful anti-bacterial agent. Too much zeolite can be abrasive; as such, early versions of zeolite sanitizers were almost always irritating to the skin. BacterCloth's inventor, the late Carl Kretsch, worked on the zeolite technology until he produced a non-toxic, non-irritating and odorless cloth that still wiped out 99.99% of bacteria