



R&D Spotlight...

Our R&D Spotlight this issue is a new product Renegade developed for Action Equipment & Sales, Inc. of Indianapolis, Indiana. Action requested a floor-soap with a pH below 10 for a customer who is looking to reduce high pH products in their plant. Requests for lower pH detergents have increased in recent years as health and safety departments are requiring safer products for employees. The goals for this project were: 1) it must have a pH between 7 and 10 in concentrate, 2) it must work, and 3) it must be affordable.

Renegade developed a product that satisfies the three goals and

Action named it "Emerge". Emerge has a pH of 9.8 in concentrate, does not contain butyl, is caustic free, is highly biodegradable, is similarly priced to high pH caustic detergents, and can be diluted as far as 32:1 with water. Renegade's new pH Control and Oil Cutter Technology had never been used simultaneously; but, the results were fantastic. Emerge outperformed several major competitive products and won Action the business.

We want to thank President Mike Coffey and the great people at Action Equipment for partnering with Renegade.

Got an Idea?

Do you have a customer with a special request? Do you have a great idea for an emerging market? Here's what we need to know before you call:

- 1) What are you trying to clean?
- 2) What's the surface that is going to be cleaned?
- 3) Do you have any specific goals for the product?
- 4) What is the expected sales volume for the product?

Renegade is unique in that we develop new products for our customers. Give us a call to discuss your needs!

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