

# Procter&Gamble Professional™

## News Release

The Procter & Gamble Company  
One P&G Plaza  
Cincinnati, OH 45202

**FOR IMMEDIATE RELEASE**

### **PROCTER & GAMBLE PROFESSIONAL™ LAUNCHES P&G PROLINE® FLOOR CARE SYSTEM**

*New System Offers a Complete Lineup of Innovative Floor Care Products that Increases Floor Resilience to Daily Wear and Tear*

**CINCINNATI, March 14, 2011** – Procter & Gamble Professional™, the away-from-home division of Procter & Gamble (NYSE:PG), today announced the launch of the P&G ProLine® Floor Care System, a unique and complete product lineup of floor care solutions formulated to work together to deliver a brilliant shine that stands the test of time. The P&G ProLine Floor Care System features a low-odor floor finish stripper, seven new floor finishes and neutral-impact cleaners, all designed to work together to meet a customer's unique needs. P&G Professional's latest innovation also features EPA Designed for the Environment (DfE)-certified floor finish and cleaner, which exceed the Green Seal's GS-40 standards for industrial and institutional use.

“Finished floors and floor care maintenance are a major investment for many businesses and commercial cleaning contractors. With that in mind, P&G Professional has designed the P&G ProLine Floor Care System to help maintain a flawless first impression day after day,” said Matt Koloseike, North America Marketing, P&G Professional. “By offering an effective floor care solution that extends the time between scrub and recoat, P&G Professional is helping our valued customers save time, effort and money, all while delivering beautiful floors that reflect the care, attention and pride they put into their business.”

#### **Customized, Long-Lasting Shine**

The new P&G ProLine Floor Care System is a customized approach designed to meet a customer's unique needs. It is formulated to work synergistically, increasing finish durability and resistance to heel marks and soil penetration. Key elements of the P&G ProLine Floor Care System include:

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- Floor Finish Stripper: Highly effective residual finish remover to ensure a clean base for refinishing. Its no rinse formula leaves floors free of alkalinity, while the low-odor and butyl-free formulation allows for application anytime of the day to maximize productivity.
- Floor Finishes: A complete line of seven new finishes, each designed for a unique customer environment, including a DfE-certified formulation that exceeds GS-40 requirements. All finishes feature a patented micropolymer technology that increases durability and resistance to daily wear.
- Floor Cleaners: Strong, neutral-impact cleaners, formulated with a unique surfactant blend to remove soils that can damage the finish, without dulling or harming the finish itself, helping to extend the time between maintenance cycles. P&G ProLine Finished Floor Cleaners remove 59 percent more particulate soil than the leading competitor. A DfE-certified cleaner also is available, which exceeds GS-40 standards.

Designed as a system, P&G ProLine Floor Care strippers and cleaners are created to help support the life of the finish, extending the time between scrub and recoat, so customers experience longer-lasting shine with less work.

“We have heavy, heavy traffic flow and that pretty much destroys our floors, so we need a finish that not only looks good but has to be pretty durable,” said Everett M., operations manager of a large Midwest airport. “I was amazed how good the P&G ProLine Floor Care System held up. We’ve tried others that didn’t last two weeks because of the traffic. No matter what kind of cleaning you do, if your floors don’t have a nice deep shine to it, your place doesn’t look clean.”

Now available to businesses nationwide, the new P&G ProLine Floor Care System is a direct example of P&G Professional’s commitment to improve the quality and operation of commercial and professional customers through product innovation. For more information on P&G ProLine Floor Care System, please visit [www.pgpro.com](http://www.pgpro.com).

## **About Procter & Gamble Professional**

Procter & Gamble Professional™ is the away-from-home division of Procter & Gamble, serving the foodservice, building cleaning and maintenance, hospitality and convenience stores industries. P&G Professional offers complete solutions utilizing its parent company's scale, trusted brands and strengths in market and consumer understanding. P&G Professional features such brands as Tide®, Dawn®, Mr. Clean®, Febreze®, Swiffer®, and its own brand, P&G Pro Line®. Please visit [www.pgpro.com](http://www.pgpro.com) for the latest information about P&G Professional's solutions.

## **About Procter & Gamble**

Four billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 127,000 employees working in about 80 countries worldwide. Please visit [www.pg.com](http://www.pg.com) for the latest news and in-depth information about P&G and its brands.

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### **P&G Professional Media Contacts:**

Chris Vuturo, P&G Professional External Relations, +513-871-5607 [vuturo.cm@pg.com](mailto:vuturo.cm@pg.com)  
Ella F. Ella, PainePR, +949-809-6764 [ella@painepr.com](mailto:ella@painepr.com)